



**"DEAR HILDA"**

The fantastic response we are receiving from Loblaw customers whenever we ask for your suggestions tells us that you, the Canadian consumer, are paying more attention than ever before to the importance of wise and careful shopping. This is a good sign.

And by keeping us, at Loblaws, on our toes, you can be sure that we are doing everything possible to make your shopping dollars stretch and your shopping excursions most enjoyable. So, as they say on T.V. — keep those cards and letters coming, folks.

If you have a shopping problem, a suggestion or a complaint, Hilda wants to hear from you. Write to her at Loblaw Groceries Co., Limited, 545 Lake Shore Blvd. West, Toronto 2B.

*Hilda Miller*  
DIRECTOR OF CONSUMER RELATIONS

# Loblaws

PRICES EFFECTIVE UNTIL MAY 31 — MILTON ONLY  
WE RESERVE THE RIGHT TO LIMIT QUANTITIES

## LOW EVERYDAY PRICES PLUS EXTRA SPECIALS

FROM CALIFORNIA! RED-RIPED! FRESH  
**STRAWBERRIES** QUART BOX **59¢**  
FROM CALIFORNIA! NO. 1 GRADE! NEW CROP GREEN!  
**CABBAGE** LARGE SIZE 24 EACH **19¢**  
FROM FLORIDA! NO. 1 GRADE! PLUMP MILKY KERNELS!  
**CORN ON THE COB** 5 LARGE EARS **39¢**

SPECIAL! KELLOGG'S  
**CORN FLAKES** 12 OZ. PKG. **31¢**

SPECIAL!  
**AYLMER CATSUP** 11 OZ. FL. BOTTLE **17¢**  
SPECIAL! ALL VARIETIES  
**BICK'S RELISHES** 4 12 FL. OZ. JARS **1.00**  
TOMATO OR VEGETABLE  
**AYLMER SOUPS** 10 FL. OZ. TMS **12¢**

LOBLAWS FRESHLY ROASTED  
**TWO CUP COFFEE** 1 LB. BAG **59¢**

SPECIAL! DEL MONTE FANCY YELLOW CLING  
**SLICED PEACHES** 28 FL. OZ. TIN **43¢**  
SPECIAL! DEAL PACK MOTHER PARKERS  
**TEA BAGS** 60's **69¢**  
FANCY  
**DEL MONTE PEAS** 14 FL. OZ. TIN **21¢**

SPECIAL!  
**VIVA SPAGHETTI** 14 FL. OZ. TIN **12¢**  
WITH CHEESE IN TOMATO SAUCE

SPECIAL! FRESH LEAN  
**PORK ROASTS**  
**PORK SHOULDER** 1 LB. **45¢**  
SPECIAL! CHOICE FRESH FROZEN  
**PORK TENDERLOIN** 1 LB. **98¢**  
SPECIAL! SUPREMACY VALUE BRAND  
**RINDLESS SIDE BACON** 1 LB. PKG. VAC PAC **79¢**  
SPECIAL! BURNS ON SWIFFS SLICED 5 OZ. PKG. **59¢**  
SPECIAL! PENNYWISE  
**COOKED HAM** 1/2 POUND **67¢**  
**PORK BUTT** 1 LB. **57¢**  
SPECIAL! VAC PAC SWEET PICKLED  
**COTTAGE ROLLS** 1 LB. **67¢**  
SPECIAL! SPORTSHAW BRAND HEADLESS & CLEANED 1 LB. PKG. **33¢**  
SPECIAL! FRESH  
**COD FILLETS** 1 LB. **55¢**

SPECIAL! OCEAN SPRAY OR UNIVERSAL  
**REC SOCKEYE SALMON** 7 1/2 OZ. TIN **49¢**

GOLDEN SEAS WHITE MEAT  
**SOLID TUNA** 7 OZ. TIN **39¢**  
ALPINE CLUB CANNED  
**DRINKS** 6 10 OZ. TMS **45¢** 24 TIN CASE **1.79**  
LOBLAWS MAJESTIC  
**BREAD** WHITE SLICED 24 OZ. LOAF **21¢**

SPECIAL! LEE  
**SLICED PINEAPPLE** 19 FL. OZ. TIN **19¢**

SPECIAL! DEAL PACK  
**BOLD DETERGENT POWDER** KING SIZE PKGS. **1.49**  
SPECIAL! ALL COLOURS-WHITE SWAN  
**TOILET TISSUE** 4 ROLL PKG. **49¢**  
SPECIAL! DEL MONTE STEWED  
**TOMATOES** 19 FL. OZ. TIN **27¢**

LOBLAWS LITTLE PIG  
**PORK SAUSAGE** SCHWEIDERS 1 LB. **65¢**  
**POLISH SAUSAGE** SWIFFS PREPRESSED Canada & Grade Under 50 lbs. **75¢**  
**BUTTERBALL TURKEYS** BUDDIG SLICED **45¢**  
**SMOKED BEEF** AL-QUAIDES **3.100**  
**STEAK PIES** IMPORTED BONELESS **3.89¢**  
**LAMB FRONTS** IMPORTED RIB END **59¢**  
**LOIN LAMB CHOPS** MEATY **47¢**  
**PORK HOCKS** SWIFFS PREMIUM **35¢**  
**WIENERS** CHOICE SLICED **55¢**  
**CALVES LIVER** **1.19**

PANTRY SHELF SWEETENED RECONSTITUTED  
**ORANGE JUICE** 3 48 FL. OZ. TMS **1.00**  
DEAL PACK  
**NESCAFE INSTANT COFFEE** 10 OZ. JAR **1.49**  
SPECIAL! LOBLAWS KITCHEN PRIDE  
**RHUBARB PIE** LARGE 24 OZ. SIZE **45¢**  
SUNFRESH  
**EVAP. MILK** 2 16 OZ. TMS **33¢**

SPECIAL! LOBLAWS PLAIN, PIMENTO OR HIPPI  
**CHEESE SLICES** 8 OZ. PKG. **29¢**

SPECIAL! LIPTON SOUP MIX  
**CHICKEN NOODLE** 2 4 1/2 OZ. PKGS. **49¢**  
SPECIAL! SHOPY FROZEN  
**MAIN DISH MEALS** 3 NON-M-BAG PKGS. **1.00**  
SPECIAL! MORTON FROZEN TURKEY, CHICKEN OR BEEF  
**POT PIES** 4 8 OZ. PKGS. **1.00**

SPECIAL! BIRDS EYE FROZEN  
**FANCY PEAS** 12 OZ. PKG. **19¢**