



Loblaws

PRICE EFFECTIVE UNTIL JULY 12 MILTON ONLY

LOW EVERYDAY PRICES PLUS EXTRA SPECIALS

-FINEST RED or BLUE BRAND BEEF-

SPECIAL! CHOICE

STEAKS or ROASTS

BONELESS ROUND (BOTTOM or FULL SLICE)

SIRLOIN, WING or PORTERHOUSE

98¢

\$1.19

SPECIAL!

1/4 PORK LOIN IN CHOPS LB. **85¢**

SPECIAL! FRESH **SOLE FILLETS** LB. **82¢** Minced **CHUCK BEEF** LB. **79¢**

- IMPORTED BIG END **LOIN LAMB CHOPS** LB. **49¢**
- SCHMEIDERS COIL **POLISH SAUSAGE** LB. **79¢**
- ALORO BRAND PEPPERONI **PIZZA PIES** 2 11-OZ. PKGS. **98¢**
- McQUAID'S **STEAK PIES** 3 2-1/2 PKGS. **99¢**
- SHOPSYS **POTATO SALAD** 14-OZ. TINS **59¢**
- SHOPSYS FRENCH STYLE **COLE SLAW** 16-OZ. TINS **39¢**
- SIENA BRAND **MORTADELLA** CHUNS LB. **69¢**
- BLUE WATER BRAND **Cooked FISH FRIES** 6-OZ. PKGS. **43¢**
- PENNYWISE **BEEF BURGERS** 1-1/2 PKGS. **69¢**
- IMPORTED **SMOKED KIPPERS** LB. **39¢**

Dear Hilda

My mother says that one of the things she likes best about summer is the really great variety of fresh produce in the super-markets. That's why July is "Bated Month" at Loblaws. It's all decked out to appeal to your appetite for fresh, flavorful and nutritious salads. Many customers have already discovered our produce departments and here are a few of their remarks:

Dear Hilda:
While shopping at Loblaws I want to have a bunch of bananas weighed. Out of the bunch one had a bruise which I didn't notice. The clerk was honest and kind enough to see it and pull it off. Service like this is hard to beat. I'm a customer for life!
Not Bruised

Dear Not:
Some clerks are more observant than others and they are the ones who will be store managers some day.

Dear Hilda:
It is a real pleasure to shop at the vegetable counter at Loblaws. The fruit and vegetables are great and we're getting service at its best.
Satisfied

Dear Satisfied:
I hope you are especially happy now when produce is coming to you at its peak of freshness and flavour.

Hilda Wilson
DIRECTOR OF CONSUMER AFFAIRS

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

SPECIAL! PARAMOUNT RED SOCKEYE **SALMON** 7 3/4 OZ. TIN **55¢**

SPECIAL! CONTADINA CHOICE **PEACHES** 4 14 FL. OZ. TINS **\$1.00** EACH 25¢ HALVES OR SLICED

SPECIAL! LIBBY'S FANCY **TOMATO JUICE** 48 FL. OZ. TIN **25¢**

BUTTERNUT COLOURED **MARGARINE** 1 LB. PARCH. PKG. **15¢**

SPECIAL! CUDNEY CHOICE **APPLE JUICE** FROM CONCENTRATE 48 FL. OZ. TIN **25¢**

SPECIAL! ALL FLAVOURS **HI-C FRUIT DRINKS** 3 48 FL. OZ. TINS **\$1.00** EACH 34¢

FRESH FROM THE TROPICS! LARGE! **BANANAS** LB. **12¢**

FROM SOUTH CAROLINA! NO. 1 GRADE! **FRESH CELLO PKG. TOMATOES** 25¢ FROM B.C.I. NO. 1 GRADE! **FRESH CHERRIES** LB. 49¢ FROM ALABAMA! NO. 1 GRADE! **CORN COB** 5 19 FL. OZ. TINS **39¢**

CHOICE WHOLE **CUDNEY POTATOES** 6 19 FL. OZ. TINS **1.00** EACH 17¢

SPECIAL! SLICED, CRUSHED OR TID BITS **LEE PINEAPPLE** 2 19 FL. OZ. TINS **45¢**

SPECIAL! ALL COLOURS VANITY **TOILET TISSUE** 2 ROLL PKG. **29¢**

SPECIAL! DEAL PACK VEGETABLE **CRISCO OIL** 24 FL. OZ. BOTTLE **59¢** SPECIAL! ALL VANHETES DUNCAN HINES **CAKE MIXES** 3 19 OZ. PKGS. **\$1.00** EACH 34¢

SPECIAL! FROZEN FRIED CHICKEN, BEEF OR TURKEY **MORTON DINNERS** 11 OZ. PKG. **49¢** SPECIAL! LOBLAWS KITCHEN PRIDE **RAISIN PIE** LARGE 24 OZ. SIZE **45¢**

SPECIAL! FRESHLY GROUND **PRIDE of ARABIA COFFEE** 3 LB. BAG 1.99 1 LB. BAG **69¢**

SPECIAL! CHOICE **NATURE'S BEST PEAS** 2 14 FL. OZ. TINS **29¢**

WE RESERVE THE RIGHT TO LIMIT QUANTITIES