

Loblaws *New Look*

PRICES EFFECTIVE UNTIL JULY 18 — MILTON ONLY
WE RESERVE THE RIGHT TO LIMIT QUANTITIES

**the more you buy at Loblaws...
the more you save!**

The Action Press, Wednesday, July 16, 1969 85



Dear Hilda

People have more time to do things in the summer—more time to shop—and more time to write letters judging from the many I have received in the last couple of weeks. Here are a few excerpts:

Dear Hilda:
As a consumer, I am interested in getting the best quality at the lowest price consistent with satisfactory service. Mr. H.

Dear Mr. H:
Well said! Your words should be the slogan of every consumer. What you are "interested in getting" is exactly what we at Loblaws are interested in giving.

Dear Hilda:
Many thanks for your kind attention to my letter. It is good of you to take time to write me, and I assure you we will always be Loblaws shoppers. Appreciative Customer

Dear A.C.:
I answer every letter and sometimes spend hours digging into questions to make sure I come up with the right answers. We hope our customers benefit from our answers as much as we benefit from their suggestions.

Hilda Wilson
DIRECTOR OF CONSUMER RELATIONS

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.

FINEST RED or BLUE BRAND BEEF

STEAKS ROASTS

IDEAL FOR BARBECUING
\$1.09 PRIME RIB STEAKS LB.
FIRST 5 RIBS SHORT CUT
98¢ PRIME RIB ROASTS LB.

SPECIAL! SWIFTS SUGAR PLUM, MINIMUM FAT, SHANK OFF
COOKED SMOKED HAMS WHOLE or HALF LB. **79¢**

SPECIAL! SWIFTS PREMIUM OVEN ROASTING
CORNED BEEF BRISKET IDEAL FOR BARBECUING LB. **98¢**

SPECIAL!
MARY MILES WIENERS 2-LB. PKG. VAC PAC **1.09**

SPECIAL! FRESH
HADDOCK FILLETS LB. **82¢** CHOICE BEEF
BRAISING RIBS LB. **65¢**

SWIFTS LAZY MAPLE BINDERLESS
SIDE BACON 1-LB. PKG. VAC PAC **85¢**

IMPORTED
BONELESS LEGS LB. **89¢**

IMPORTED
SHOULDER CHOPS LB. **45¢**

MARY MILES BRAND SLICED
Minced HAM 1-LB. PKG. VAC PAC **79¢**

SWIFTS PREMIUM MACARONI & CHEESE, PICKLE & PIMENTO, LUNCHEON LOAF or NOODLEMA SLICED
Cooked Meats 6-OZ. PKG. VAC PAC **29¢**

SIENA BRAND
SALAMETTI **1.09**

SIENA BRAND
SOPRESETTA **1.09**

MINCED BEEF LB. **79¢**

BOOTH BRAND
COD FILLETS 1-LB. PKG. **39¢**

LOBLAWS THREE LITTLE PIG SKINLESS
Pork SAUSAGE 1-LB. PKG. **69¢**

SPECIAL! CUDNEY CHOICE FROM CONCENTRATE

APPLE JUICE 48 FL. OZ. TIN **27¢**

SPECIAL! OCEAN SPRAY or UNIVERSAL RED

SOCKEYE SALMON 7 1/4 OZ. TIN **49¢**

SPECIAL! ALPINE CLUB

CANNED DRINKS 10 FL. OZ. 24 TIN CASE **1.59** EACH 7¢

SPECIAL! TRI-VALLEY

PEACHES 3 28 FL. OZ. TINS **1.00** EACH 34¢
HALVES or SLICED

SPECIAL! LIBBY'S FANCY

TOMATO JUICE 48 FL. OZ. TIN **25¢**

SPECIAL! POWDERED SKIM MILK

MIL-KO 3-LB. PACKAGE **99¢**

SPECIAL! NABOB
COFFEE 1-LB. BAG **65¢**

SPECIAL! LOBLAW'S KITCHEN PRIDE
APPLE PIE LARGE 24 OZ. SIZE **39¢**

SPECIAL! MOTHER PARKER'S
TEA BAGS 100'S ECONOMY PACK **59¢**

SPECIAL! SX
COOKED HAM 1 1/2-LB. TIN **1.79**

SPECIAL! ALLEN'S ALL VARIETIES

FRUIT DRINKS 3 48 FL. OZ. TINS **1.00** EACH 34¢

SPECIAL! LYNN VALLEY STANDARD
PEAS 14 FL. OZ. TIN **12¢**

SPECIAL! MOTHER PARKER'S DEAL PACK
INSTANT COFFEE 6 OZ. JAR **85¢**

SPECIAL! LOBLAW'S MAJESTIC
BREAD 24 OZ. LOAF **21¢**

TOMATO or VEGETABLE
CAMPBELL'S SOUPS 2 10 FL. OZ. TINS **25¢**

FROM GEORGIA! YELLOW FLESH! FREESTONE! NO. 1 GRADE

FRESH PEACHES POUND **19¢**

CREAM OF THE CROP! FROM ARIZONA! CHILDREN LOVE THEM!
SEEDLESS GRAPES POUND **27¢**

FROM SOUTH AFRICA! SWEET JUICY!
NAVEL ORANGES LARGE SIZE DOZEN **69¢**

FROM AUSTRALIA! CRISP & JUICY
GRANNY SMITH APPLES LARGE SIZE 5 FOR **49¢**