Love those BIG savings at lonaws

SPECIAL! CHOICE

-RED OR BLUE BRAND BEEF-

LARGE SIZE

FROM THE TROPICS! DELICIOUS & NUTRITIOUS!

POUND

CALIFORNIA'S PINEST! SUGAR SWEET! SALMON

SPECIAL! FRESH COD FILLETS

SCHNEIDERS LIVER & BACON, BRAUNSCHWEIGER or SANDWICH SPREAD ROLLS

Mortadella

HYGRADE "Belitalia" SALAMI

COD FILLETS INDIVIDUAL WRAP

FYCH 33c

Boneless LAMB LEGS

SPECIAL! UNIVERSAL OR OCEAN SPRAY RED

73, 02.

SPECIAL! ALPINE CLUB

10 FL. OZ. **24 TIN** EACH 7c SPECIAL! ROYAL ASSORTED FLAVOURS 3 0Z. PKG.

SPECIAL! TOMATO OR VEGETABLE

10 FL.

SPECIAL! ASSORTED COLOURS

SPECIAL! WETHEY'S PURE

SPECIAL! ALLEN'S ASSORTED **FLAVOURS** 48 FL. OZ. TINS EACH 34c

SPECIAL! MODERNE ALL COLOURS 360'S BOX

THRIFTY CUP 100'S POLY BAG

6 OZ. JAR

DEL MONTE

SPECIAL! BURNS SPECIAL! GENERAL MILLS

SPECIAL! FANCY FROZEN

12 OZ. TIN

15 OZ. PKG.

SPECIAL! CARNATION

SPECIAL! GOLDEN SEAS LIGHT MEAT 61/2 OZ. TIN

AQUA NET SUPER OR REGULAR

14 OZ. AEROSOL

SPECIAL! LOBLAW'S KITCHEN PRIDE

LARGE 24 OZ.

NATURE'S BEST CHOICE 14 FL. OZ. TIN

This thought crops up in letters I receive each week:

Dear Hilda:

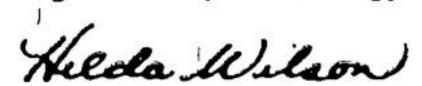
"Tonight I will be shopping at Loblaws for the 6th time. We are a lamily of

four and I was very concerned with my past grocery bills. I am pleased to report that, after shopping carefully, I have

spent less and actually have been able to save!" This is exactly why many new customers keep

coming back to Loblaws-and, incidentally, why so many "old-timers" remain loyal.

To spend less and save-without sacrificing good nutrition—should be the goal of every careful shopper. .



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