

Love those BIG savings at Loblaws

The Ascan Press, Wednesday, August 6, 1969

Loblaws

PRICES EFFECTIVE UNTIL CLOSING AUGUST 9 MILYON ONLY

SPECIAL! CHOICE **BLADE ROASTS** BLADE BONE OUT
SHORT RIB ROASTS LB. **69¢**

69¢

FROM THE TROPICS! DELICIOUS & NUTRITIOUS!

BANANAS

LARGE SIZE **12¢**

POUND

CALIFORNIA'S PINEST! SUGAR SWEET! SALMON FLESH

CANTALOUPE 4 **89¢**

SPECIAL! CHOICE **CROSS CUT RIB ROASTS** LB. **72¢**

SPECIAL! CHOICE **CHUCK STEAKS** LB. **79¢**

SPECIAL! CHOICE ROASTS **BONELESS SHOULDER** LB. **69¢**

SPECIAL! PICKLED **CITRUS ROLLS** VAC PAC LB. **72¢**

SPECIAL! BUNNYWISE **BEEF BURGERS** 1-LB. PKG. **69¢**

SPECIAL! FRESH **COD FILLETS** LB. **59¢**

MINCED CHUCK BEEF LB. **79¢**

SWIFTS PRESSED CANADA A GRADE **Butterball TURKEYS** UNDER 10 LBS. LB. **49¢**

SCHNEIDERS **LIVER & BACON, BRAUNSCHWEIGER or SANDWICH SPREAD ROLLS** 8-OZ. EACH **33¢**

HYGRADE **"Belitalia" Mortadella** 4-OZ. PKG. **45¢**

HYGRADE **"Belitalia" SALAMI** 4-OZ. PKG. **45¢**

HIGHLINER BRAND **COD FILLETS** INDIVIDUAL WRAP 14-OZ. PKG. **45¢**

CHOICE **BOLOGNA** BY THE PIECE LB. **42¢**

IMPORTED **Boneless LAMB LEGS** LB. **89¢**

IMPORTED **LOIN LAMB CHOPS** RIB END LB. **49¢**

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

SPECIAL! ALPINE CLUB **CANNED DRINKS** 10 FL. OZ. 24 TIN CASE **\$1.65** EACH 7c

SPECIAL! ROYAL ASSORTED FLAVOURS **JELLY POWDERS** 3 OZ. PKG. **8¢**

SPECIAL! TOMATO OR VEGETABLE **AYLMER SOUPS** 10 FL. OZ. TIN **11¢**

SPECIAL! ASSORTED COLOURS **WHITE SWAN TOILET TISSUE** 4 ROLL PKG. **49¢**

SPECIAL! WETHEY'S PURE **ORANGE MARMALADE** 24 FL. OZ. JAR **39¢**

SPECIAL! ALLEN'S ASSORTED FLAVOURS **FRUIT DRINKS** 3 48 FL. OZ. TINS **\$1.00** EACH 34c

SPECIAL! MODERNE ALL COLOURS **FACIAL TISSUES** 360'S BOX **25¢**

THRIFTY CUP **TEA BAGS** 100'S POLY BAG **59¢**

SPECIAL! PRIDE OF ARABIA **INSTANT COFFEE** 6 OZ. JAR **79¢**

SPECIAL! CARNATION **COFFEE-MATE** 18 OZ. JAR **\$1.19**

SPECIAL! GOLDEN SEAS LIGHT MEAT **CHUNK TUNA** 6 1/2 OZ. TIN **29¢**

AQUA NET SUPER OR REGULAR **HAIR SPRAY** 14 OZ. AEROSOL TIN **77¢**

SPECIAL! BURNS **SPORK** 12 OZ. TIN **49¢**

SPECIAL! GENERAL MILLS **CHEERIOS** 15 OZ. PKG. **49¢**

SPECIAL! FANCY FROZEN **M'CAIN PEAS** 2 -LB. POLY BAG **39¢**

PEAS 14 FL. OZ. TIN **15¢**

DEL MONTE **PINEAPPLE JUICE** 2 48 FL. OZ. TINS **69¢**

SPECIAL! LOBLAW'S KITCHEN PRIDE **CHERRY PIE** LARGE 24 OZ. SIZE **49¢**

NATURE'S BEST CHOICE **PEAS** 14 FL. OZ. TIN **15¢**

Dear Hilda

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 family 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.

Hilda Wilson
 Director of Consumer Relations for Loblaws

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