

Loblaws

PRICES EFFECTIVE UNTIL CLOSING AUG. 30
MILTON ONLY
WE RESERVE THE RIGHT TO LIMIT QUANTITIES
TO REASONABLE FAMILY REQUIREMENTS

THANK YOU SALE!

Leon E. Weinstein,
President, Loblaw Groceries Co.
Limited



You may be wondering what on earth
a "Thank You" sale is all about.

It's simply the best way we could
express our gratitude to you and mil-
lions of other shoppers who have
helped to make our "New Look" pro-
gram a smashing success.

We kicked out trading stamps; low-
ered thousands of prices; stocked our
shelves with greater variety. And, we
set up a Consumer Affairs Department headed by Hilda Wilson
so your suggestions and complaints could be handled quickly.

Looking back on the past year, I believe that Loblaws "New
Look" is more than just fresh paint, and new fixtures. Most of
all, our "New Look" is an attitude. It's reflected in our stores,
by everyone from the parcel boys to store managers who oper-
ate on the theory that the customer is boss. That may sound
like a refreshing idea to you—but that's the spirit at Loblaws
these days.

We really can't say "thank you" loud enough or long enough
for your great vote of confidence. So, we've come up with a
"Thank You" Sale in attempt to show our appreciation. We
hope you'll take advantage of the extra-special buys we've
selected for this rather special sale.

Leon E. Weinstein

SPECIAL! CHOICE

-FINEST RED OR BLUE BRAND BEEF-

STEAKS or ROASTS

**BONELESS
ROUND
BOTTOM or FULL
SLICE**

LB.

**97¢ SIRLOIN
WING or
PORTERHOUSE**

LB.

SPECIAL! ALL VARIETIES DUNCAN MIXES

CAKE MIXES 3 19 OZ PKGS **1.00** EACH 34c

SPECIAL! DETERGENT POWDER

TIDE XK GIANT PKG **95¢**

SPECIAL! VALLEY FARMS CHOKE FROZEN POTATOES

FRENCH FRIES 3 2 LB POLY BAGS **1.00** EACH 34c

SPECIAL! ATYMER

TOMATO CATSUP 11 FL OZ BOTTLES **19¢** EACH

SPECIAL! JACK & JILL HOMOGENIZED

PEANUT BUTTER 1 LB JAR **39¢**

SPECIAL! LOBLAWS KITCHEN PRIDE

APPLE PIE LARGE 24 OZ SIZE **39¢**

SPECIAL! 1c OFF DEAL ASSORTED DEEP COLOURS

KLEENEX BOUTIQUE FACIAL TISSUE 200c PKG **29¢**

SPECIAL! 24c OFF DEAL

NESCAFE INSTANT COFFEE 10 OZ JAR **1.39**

SPECIAL! CAP N CRUNCH 11 OZ OR HUNNY MUNCH 10 OZ

QUAKER CEREALS 2 PKGS **89¢**

SPECIAL!

MAZOLA CORN OIL 24 FL OZ BOTTLE **69¢**

SPECIAL! LOBLAW PLAIN

CHEESE SLICES 16 OZ PKG **59¢**

SPECIAL! FRESHLY GROUND

COFFEE PRIDE of ARABIA 1 LB BAG **73¢**

SPECIAL!

PEPSI-COLA 10 FL OZ SIX NON RETURNABLE BOTTLES **55¢**

SPECIAL! SWEET PICKLED

COTTAGE ROLLS VAC PAC LB **79¢**

SPECIAL! SWIFT'S LASY MAPLE

RINDLESS SIDE BACON 1 LB PAC VAC PAC **89¢**

SPECIAL!

BURN'S WIENERS 2 LB PAC VAC PAC **1.09**

SPECIAL! PRIMA

SOLE FILLETS **82¢**

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SOLE FILLETS **82¢**

SPECIAL! ALPINE CLUB

CANNED DRINKS 24 TIN CASE **1.59**

10 FL OZ TIN **7¢**

FROM CALIFORNIA! NO. 1 GRADE!

CANTALoupES

3 JUMBO SIZE 36's **89¢**

FROM THE TROPICS! LARGE SIZE!

BANANAS

LB. **10¢**

ONTARIO GROWN NO. 1 GRADE

CABBAGE 2-29