

### Meat Ad Wins McCall Award For Loblaws

Loblaws Stores of Toronto, has been awarded a bronze medal for the "Best Perishable Food Ad" of 1965 by McCall's magazine. The company is one of five supermarket chains in the United States and Canada to be honored this year for excellence in advertising and promotion.

Trophies were presented to the winners by McCall's Publisher Stephen E. Kelly during opening ceremonies of the 29th Annual Convention of Supermarket Institute at McCormick Place, Chicago. A Hargreaves advertising director of Loblaws, accepted for his company.

Loblaws won its award for an advertisement headlined "Greatest Meat Tenderness."

McCall's Annual Advertising Awards competition, now in its 17th year, is designed to raise the standards of supermarket advertising by giving national recognition to the SMI members who achieved excellence in this area.

Trophies were presented for outstanding newspaper advertising in four additional categories: "Best Special Event Ad," "Best Store Image Ad," and "Best National Brand Ad," and Promotion of the Year.

The winners by category are: Best Perishable Food Ad: Loblaws, Toronto, Canada; Best National Brand Ad: Hyde Park, Chicago, Ill.; Best Special Events Ad: Gromers, Elgin, Ill.; Best Store Image Ad: Von's, Los Angeles, Cal.; Promotion of the Year: Woodward's, Vancouver, Canada.

### Bert Willoughby Heads New Trust Company

Two men well known in Georgetown are prominent in a new trust company which is opening in Toronto.

Bert Willoughby, head of the Gibson-Willoughby real estate firm, is vice-president of Standard Trust Co. which won a federal charter in 1953, but remained inactive until last week. Senator Harry Willis is a director and George Drew, former Ontario premier, is chairman.

The firm has initial assets of \$1,100,000 in the bank and plans to open its first office on King Street West in downtown Toronto.

Mr. Willoughby's father, the late J.A. Willoughby went on to outstanding success in the real estate field after starting a business in Georgetown where he initially owned a livery stable in what is now the Legion Hall. The Willoughby-Gibson firms merged last year to form one of Canada's major firms. Guy Bussell, Main St. S. is their Georgetown representative.

### Halton Manor

### Palermo Ladies Host July Birthday Party

Wednesday, July 6th, was a very warm day but the ladies of Palermo United Church braved the heat to come to the Manor as sponsors of the July Birthday Party.

Mrs. B. McGill was Chairman for a very pleasant program which consisted of the following: Mrs. Inglehart and her daughter, a piano duet.

Mrs. Woods and Mrs. Inglehart sang a duet, "Memories of Galilee," Shirley Tovell played two flute solos.

A sing song of old familiar songs and hymns brought the program to a close.

The residents with birthdays in July were escorted to their special table which was beautifully decorated with flowers and a birthday cake, complete with candles. Each received a birthday card and a gift of money. After singing the happy birthday song everyone present enjoyed a beautiful lunch.

Miss Bella Richardson thanked the ladies on behalf of the residents.

The following residents celebrated July birthdays: Mrs. K. Osborne, Mr. W.R. Webster, Mrs. J. Boyce, Mrs. C. Elder, Mrs. F. Harris, Mrs. Rice, Mary Richardson, Mrs. T. Mercoff, Mr. J. Korack, Miss J. Baird, Mr. C. Davis, Mrs. F. Henry, Mr. J. Vipond, Mr. J. M. Carton.

The church service on Sunday, July 10th was conducted by the Gideons. Mr. West was the organist, Mr. H. Hare, was the soloist, and also led in the hymn singing and Mr. R. Morton was the speaker.

Mr. Morton took the first verses of Psalm 26 where David is asking God to judge him, as the basis of his sermon.

Sunday, July 17th. The church service was conducted by the Christian Missionary Alliance Church of Burlington. The speaker was Pastor J. Robb, the organist, Mr. Dwin and soloists Mr. and Mrs. Whittebar. Mr. Wood read the 27th Psalm and Mr. Robb based the sermon on this passage of scripture under three headings: Confidence, Commitment and Communion.



150 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 1 GALLON CARTON TASTY TREAT ICE CREAM COUPON EXPIRES AUG. 3	100 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 8 OZ. BOX P&G OXYDOL DETERGENT COUPON EXPIRES AUG. 3	100 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY ONE PAIR BEAUTY SHEER SEAMLESS NYLONS COUPON EXPIRES AUG. 3	100 EXTRA STAMPS WITH COUPON & PURCHASE OF TWO 20-OZ. P&G SUPREY FROZEN HALIBUT FISH & CHIPS COUPON EXPIRES AUG. 3	100 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 47-OZ. P&G PUPPETS DOG MEAL COUPON EXPIRES AUG. 3	100 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY ONE 16 OZ. BOTTLE OF WOLBERG'S ENZYME-BLENDED POTATO CHIPS COUPON EXPIRES AUG. 3
75 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY ONE 1.5 L. P&G FLAMM'S SALTED WESTON'S CRACKERS COUPON EXPIRES AUG. 3	75 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY ONE LOBLAWS CHERRY CAKE COUPON EXPIRES AUG. 3	75 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 14-OZ. CELLO BAG HOSTESS BLANCHED SALTED PEANUTS COUPON EXPIRES AUG. 3	75 EXTRA STAMPS WITH COUPON & PURCHASE OF TWO 100 FT. ROLL BOWEN APPLIED WAXED PAPER COUPON EXPIRES AUG. 3	75 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 24 FL. OZ. BOTTLE CRISCO OIL COUPON EXPIRES AUG. 3	75 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY TWO 11-OZ. P&G MORTONS FRENCH ONIONS COUPON EXPIRES AUG. 3
75 EXTRA STAMPS WITH COUPON & PURCHASE OF TWO 20 FL. OZ. TINS VAN HAMP'S BEANS COUPON EXPIRES AUG. 3	75 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY TWO P&G MUFFIN MIXES COUPON EXPIRES AUG. 3	75 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 12-OZ. JAR HOSTESS PARFELS INSTANT COFFEE COUPON EXPIRES AUG. 3	75 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 31-OZ. PLASTIC JAR PET INSTANT PLEASE COUPON EXPIRES AUG. 3	75 EXTRA STAMPS WITH COUPON & PURCHASE OF TWO 8 FL. OZ. JARS PLANTO MANGA MELA CLUB HOUSE OLIVES COUPON EXPIRES AUG. 3	75 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY 14 FL. OZ. BOTTLE LISTERINE ANTISEPTIC COUPON EXPIRES AUG. 3
50 EXTRA STAMPS WITH COUPON & PURCHASE OF TWO 8 FL. OZ. TINS OF ONE 12.5 OZ. TINS WHITE SWAN ORANGE JUICE COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY ONE 2 ROLL P&G PAPER TOWELS COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF TWO 1-LB. P&G FRUIT SUGAR COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY THREE 15-OZ. TINS SOCIETY BEY & LIVER ONIONS COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 20'S CELLO BAG BEST BUY LOLLIPOPS COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 7-OZ. P&G LEMON PUFFS COUPON EXPIRES AUG. 3
50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 10-OZ. BAR BOWTIE'S SMARTIES COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF TWO 20 FL. OZ. TINS MITCHELL'S APPLESAUCE COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY TWO 3 1/2 LB. P&G TOILET TISSUE COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY ONE 3-OZ. TIN SPRAY DEODORANT SECRET COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 7 FL. OZ. BOTTLE JEROME'S LOTION COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 7-OZ. P&G BEAVER PEANUTS COUPON EXPIRES AUG. 3
50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 16 FL. OZ. BOTTLE EQUINO DETODORANT JOY COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 6 1/2 OZ. P&G MOTHER PARKER'S TEA BAGS COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 6 1/2 OZ. BOTTLE FILMAR ORANGE JUICE COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY TWO 48 FL. OZ. TINS COMBINATION SALAD KIT FRUIT JUICES COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF TWO 20 FL. OZ. TINS ARDANIA FANCY HALVES BARTLETT PEARS COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF TWO 1-LB. P&G MONARCH SHORTENING COUPON EXPIRES AUG. 3
50 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY TWO 13 FL. OZ. TINS SPAGHETTI SAUCES COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 8-OZ. PLASTIC JAR VASELINE COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 3-OZ. TIN CHIEF BOY-AR-DIE RAVIOLI W/ BEEF COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 4 FL. OZ. BOTTLE SILVERLIN SHAMPOO COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 3-LB. P&G GOLD COLOURS MARGARINE COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 64 FL. OZ. BOTTLE FARMER BUTTER COUPON EXPIRES AUG. 3
50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 10-OZ. P&G POLY GARAGE BARS COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF TWO 20 FL. OZ. TINS AXAX LABOURY DETERGENT COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 13-OZ. AERO TIN FURNITURE SPRAY WAX TONE COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 16 FL. OZ. TIN MONARCH SPRAY STARCH COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 64 FL. OZ. BOTTLE STALDO LIQUID STARCH COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF TWO 15 FL. OZ. TINS SPAGHETTI & CHEESE COUPON EXPIRES AUG. 3
50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 10 1/2 P&G LABOURY DETERGENT COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 13-OZ. AERO TIN FURNITURE SPRAY WAX TONE COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 13 FL. OZ. TIN YOKO BEEF STEW COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 1/2 P&G FLUFFS COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 31-OZ. P&G KOLYROS COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 48 FL. OZ. BOTTLE MONARCH SWEET 16 COUPON EXPIRES AUG. 3
50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE GRANT SIZE P&G LABOURY DETERGENT COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF TWO 20 FL. OZ. TINS SWISS TRAIT Sliced PINEAPPLE COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 9 1/2-OZ. AERO TIN MONARCH DESSERT TOPPING COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE P&G SHAMPOO RING SIZE POLISHING CLOTH COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 3 FL. OZ. BOTTLE WILLIAMS' WINDLEY SHAVE COUPON EXPIRES AUG. 3	50 EXTRA STAMPS WITH COUPON & PURCHASE OF TWO 16-OZ. P&G CHEESE FLAVOUR RICE-A-ROTI COUPON EXPIRES AUG. 3
25 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 14 FL. OZ. TIN B. & S. SWEET'S BARRIBERRY PIE FILLING COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY ONE P&G DUPONT CELLO PAPER TRAYS COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 3 1/2 LB. P&G CHIEF'S HAMMERS & HOT DOG COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY FIVE P&G FRESHIE COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 23 FL. OZ. BOTTLE PRALAR ORANGE JUICE COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY ONE 12-OZ. TIN JOY & HARD TO MAMMAM NESTLE SPRAZE COUPON EXPIRES AUG. 3
25 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 8 1/2 P&G PAPER PLATES COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF TWO 12 FL. OZ. TINS BEE KIDNEY BEANS COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 12 FL. OZ. TIN "MIDEX" TOMATO JUICE COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF TWO 20 FL. OZ. TINS "MIDEX" FRUIT COCKTAIL COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 19 FL. OZ. TIN B. & S. SWEET'S CHEERY PIE FILLING COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 31-OZ. SHARPEL'S SAVORY'S SEASONED SALT COUPON EXPIRES AUG. 3
25 EXTRA STAMPS WITH COUPON & PURCHASE OF TWO 20 FL. OZ. TINS B. & S. SWEET'S GOLD TOP REFILLS COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 12 FL. OZ. BOTTLE NAVES LEMON OIL FURNITURE POLISH COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY TWO ANY P&G FACIAL TISSUE COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY ONE 3-LB. P&G LIGHT BULBS COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 16 FL. OZ. JAR INGERSOLL CHEESE SPREAD COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 10 1/2 P&G POLY BAGS COUPON EXPIRES AUG. 3
25 EXTRA STAMPS WITH COUPON & PURCHASE OF THREE 8-OZ. P&G SHOP'S Sliced CORNED BEEF COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 11-OZ. P&G CHEESE-ALONG PIZZA PIES COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY ONE 14-OZ. P&G SWIFT'S P&G BACON COOKED MEATS COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY ONE 8-OZ. BALL "MILKSHEDDERS" LIVER & BACON SAUSAGE & SANDWICH SPREAD COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY SIZE P&G MINCED BEEF COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY SIZE ROAST OF BEEF COUPON EXPIRES AUG. 3
25 EXTRA STAMPS WITH COUPON & PURCHASE OF HALF OF A P&G WATERMELON COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF TWO BUNCHES ONTARIO CARROTS COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY ONE 10-LB. P&G POTATOES COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ONE 10-LB. P&G PEAS COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY ONE 10-LB. P&G POTATOES COUPON EXPIRES AUG. 3	25 EXTRA STAMPS WITH COUPON & PURCHASE OF ANY ONE 10-LB. P&G PEAS COUPON EXPIRES AUG. 3

