

IT'S THE TALK OF THE COUNTRY!

LOBLAWS

SPECIAL! CANADA FIRST GRADE

CHERRY VALLEY BUTTER 1 LB. **65¢**

SPECIAL!

CARNATION COFFEE-MATE 11 OZ. JAR **69¢**



WE'RE ON THE MOVE..MANY CHANGES HAVE BEEN MADE - HUNDREDS MORE TO COME

EXTRA SPECIAL SUMMER TREAT!

SPECIAL! LOBLAWS OWN KITCHEN PRIDE

APPLE PIE 8 INCH 24 OZ. EACH **39¢**

A DELICIOUS COMBINATION



SPECIAL! TASTY TREAT **ICE CREAM** 1/2 GALLON CARTON **69¢**

SPECIAL! KELLOGG'S

CORN FLAKES 12 OZ. PKGS. **2 59¢**

SPECIAL! MINUTE MAID FROZEN FINEST QUALITY

ORANGE JUICE 6 FL. OZ. TIN **25¢**

SPECIAL! FRESH FROZEN

PORK TENDERLOIN LB. **98¢**

IT'S CHERRY TIME!

FROM THE FAMOUS OKANAGAN VALLEY IN B.C.! FRESH PLUMP AND SWEET! WONDERFUL EATING! NO. 1 GRADE!

CHERRIES POUND **49¢**

NEW CROP! FROM CALIFORNIA'S FINEST VINEYARDS! **GRAPES RED** POUND **29¢**

SWEET EATING! SALMON FLESH! PRODUCE OF U.S.A.!

CANTALOUPE NO. 1 GRADE 3 JUMBO SIZE 36'S **79¢**

SPECIAL! MEATY PORK

SIDE SPARE RIBS LB. **67¢**

SPECIAL! **MINCED CHUCK BEEF** LB. **69¢**

SPECIAL! BURNS CANNED

COOKED HAM 3 LB. TIN **2.75**

SPECIAL! LOBLAWS 3 LITTLE PIG SKINLESS

PURE PORK SAUSAGE 1 LB. PKG. **49¢**

SPECIAL! BUDDIG SLICED **SMOKED BEEF** 3 3 OZ. PKGS. **1.00**

SPECIAL! HYGRADE VARIETY PACK **COOKED MEATS** 6 OZ. PKG. **43¢**

SPECIAL! PENNYWISE **BEEF BURGERS** 1 LB. PKG. **59¢** SPECIAL! CHOICE SLICED **BEEF LIVER** LB. **45¢**

SPECIAL! FRUIT FLAVOURED CRYSTALS

TANG ASSORTED FLAVOURS 2 3 OZ. PKGS. **43¢**

SPECIAL! MODERNE **FACIAL TISSUE** 4 360'S BOXES **1.00**

SPECIAL! ALL VARIETES **ALLENS DRINKS** 48 FL. OZ. TIN **29¢**

SPECIAL! **MAZOLA CORN OIL** 24 FL. OZ. BOTTLE **75¢**

SPECIAL! COLGATE REGULAR OR WINTERFRESH **TOOTHPASTE** GIANT SIZE TUBE **49¢**

SPECIAL! BICKS POLSKIE OGORKI **DILL PICKLES** 64 FL. OZ. JAR **73¢**

SPECIAL! LOTION **SWAN DETERGENT** 32 FL. OZ. PLAS. BOTTLE **79¢**

SPECIAL! BOUTIQUE LUNCHEON **KLEENEX NAPKINS** 3 75'S PKGS. **1.00**

SPECIAL! STOKELY'S FANCY WHOLE **KERNEL CORN** 8 7 FL. OZ. V.P. TINS **99¢**

SPECIAL! **AYLMER CATSUP** 2 11 FL. OZ. BOTTLES **39¢**

SPECIAL! STAFFORD **APPLE PIE FILLING** 19 FL. OZ. TIN **39¢**

SPECIAL! ROYALE **BATHROOM TISSUE** 2 2 ROLL PKGS. **59¢**

SPECIAL! CALEDONIA FANCY **PINK SALMON** 7x4 OZ. TIN **35¢**

SPECIAL! CREAM OF MUSHROOM **CAMPBELL'S SOUP** 2 10 FL. OZ. TINS **31¢**

SPECIAL! HAPPY FACE **FACIAL CREAM** 4x4 OZ. JAR **99¢**

SPECIAL! ALL VARIETES GOLDEN ACRES FROZEN **MEAT PIES** 4 8 OZ. PKGS. **1.00**

SPECIAL! KISMET COLOURED **SOFT MARGARINE** 3 1 LB. PLAS. TUBS **1.00**

SPECIAL! BERRYLAND FARMS FANCY **FRUIT SALAD** 3 14 FL. OZ. TINS **1.00**

VASELINE 12 OZ. PLASTIC JAR **79¢**

WITH 5 FREE RAZOR BLADES* PLAIN OR MENTHOL **NOXZEMA** SHAVE CREAM 12 OZ. AERO TIN **99¢**

PERSONNA STAINLESS STEEL **RAZOR BLADES** 5'S PKG. **45¢**

BRISK **TOOTHPASTE** 2 LARGE BANDED TUBES **39¢**



IS OUR FACE RED!
We are overwhelmed by over 60000 replies... so far!
We distributed a survey questionnaire at our check-out counters two weeks ago. We asked you to tell us about your shopping likes and dislikes at Loblaw's. You did!
We are absolutely deluged with replies.
We're endeavouring to acknowledge each and every one of them. But please excuse us if we are a little tardy. Our people are going over each questionnaire to list your comments, suggestions and beefs. Meanwhile, one of the ways we'd like to say thank you, is by giving you more "low" prices than ever before. Like the samples in this ad.
In the picture, Helen Fay and Caroline DiCresce are beginning to make headway with one of the huge piles of entries.

HERE COME THE JUDGES



PRICES EFFECTIVE JULY 17, 18, 19, 20

100 WITH COUPON & PURCHASE OF ONE 8-OZ. JAR MAIE BETTING SAL - GREEN DIPPITY-DO EXTRA STAMPS 11 COUPON EXPIRES JULY 31	100 WITH COUPON & PURCHASE OF ANY ONE 1-LB. PKG. SALISBURY STEAK OR CHICKEN & NOODLES OR BRATIN EXTRA STAMPS 12 COUPON EXPIRES JULY 31	75 WITH COUPON & PURCHASE OF ONE JAR HOND'S COLD CREAM EXTRA STAMPS 13 COUPON EXPIRES JULY 31	50 WITH COUPON & PURCHASE OF ANY ONE 1-LB. PKG. PLAIN 13-OZ. TWIN PAK 8-1/2 SLABBYTITE POTATO CHIPS EXTRA STAMPS 14 COUPON EXPIRES JULY 31	50 WITH COUPON & PURCHASE OF ANY ONE 24-OZ. PINE GOLDEN ACRES FROZEN ALL VARIETES FRUIT PIES EXTRA STAMPS 15 COUPON EXPIRES JULY 31
50 WITH COUPON & PURCHASE OF TWO 12 FL. OZ. TINS WELCH'S PROZIN GRAPE JUICE EXTRA STAMPS 16 COUPON EXPIRES JULY 31	50 WITH COUPON & PURCHASE OF ANY ONE 3-OZ. PEG. BEEF, LIVER OR CHICKEN BAINES BURGERS EXTRA STAMPS 17 COUPON EXPIRES JULY 31	50 WITH COUPON & PURCHASE OF ONE 18" x 25 FT. ROLL BOX ALCAN FOILWRAP EXTRA STAMPS 18 COUPON EXPIRES JULY 31	25 WITH COUPON & PURCHASE OF TWO 11-OZ. PEG. SALADA ICED TEA MIX EXTRA STAMPS 19 COUPON EXPIRES JULY 31	25 WITH COUPON & PURCHASE OF ONE 48 FL. OZ. TIN CHEF BOY-AR-DIE ALL VARIETES SPAGHETTI & MEAT BALLS EXTRA STAMPS 20 COUPON EXPIRES JULY 31
25 WITH COUPON & PURCHASE OF TWO 19 FL. OZ. TINS BOLS FANCY FRUIT COCKTAIL EXTRA STAMPS 21 COUPON EXPIRES JULY 31	25 WITH COUPON & PURCHASE OF TWO 1-LB. PEG. HON'S COLOURED PARFUMANT MARGARINE EXTRA STAMPS 22 COUPON EXPIRES JULY 31	25 WITH COUPON & PURCHASE OF THREE 1-OZ. PEG. FRENCH'S HAMBURGER LIFT EXTRA STAMPS 23 COUPON EXPIRES JULY 31	25 WITH COUPON & PURCHASE OF ANY ONE 16 FL. OZ. TIN TOLLALOY OR VEGETABLE AYLMER SOUP EXTRA STAMPS 24 COUPON EXPIRES JULY 31	25 WITH COUPON & PURCHASE OF ONE 48 FL. OZ. PEG. FRESH TOMATOES EXTRA STAMPS 25 COUPON EXPIRES JULY 31
25 WITH COUPON & PURCHASE OF TWO HEADS ONTARIO GROWN LETTUCE EXTRA STAMPS 26 COUPON EXPIRES JULY 31				