



**Loblaws
customer
survey
almost
complete.**

OVER 65,000 LOBLAWS CUSTOMERS ANSWER
SURVEY QUESTIONNAIRE.

PRICES EFFECTIVE JULY 24, 25, 26, 27

**"GIVE THE CUSTOMER
WHAT SHE WANTS"!**

That was the simple philosophy of our
founders and we're going back to
that philosophy stronger than ever.

Your answers to our survey question-
naire have told us what kind of
Loblaws you want.

MANY CHANGES HAVE BEEN MADE

Watch this newspaper next week
we'll have some major news for you.

SPECIAL! LOBLAWS OWN KITCHEN PRIDE

RAISIN PIE

8 INCH
24 OZ.
EACH

39¢

SPECIAL!

EVAP. MILK

CARNATION

SUNCREST

2 16 OZ.
TINS

33¢

2 16 OZ.
TINS

31¢

SPECIAL! 27¢ OFF

TIDE

KING
SIZE
PKG.

1.49

FRESH FROM THE TROPICS! LARGE SIZE! TOP QUALITY!

BANANAS

LAST MINUTE
SPECIAL BUY!

POUND

12¢

SPECIAL! BURNS LEAN SHANK OFF FULLY SKINNED WHOLE OR HALF

COOKED SMOKED HAMS **69¢** (lb.)

SPECIAL!

MINCED BEEF

3 LB. PKG. OR
OVER 2 LB.
LESS

49¢

1 LB. PKG.
VAC PAC

1 LB. PKG.
VAC PAC

1 LB. PKG.

1 LB. PKG.

4 2 OZ.
PKGS.

89¢

BOTH FOR

2 19 FL.
OZ. TINS

6 OZ. JAR

3 LB. PKG.

2 LB. POLY BAG

2 LB. POLY BAG

3 6 OZ.
TINS

24 FL. OZ. JAR

2 16 FL.
OZ. JARS

64 FL. OZ.
PLASTIC BOTTLE

3 3/4 OZ.
PKG.

25'S TABLETS
BOTTLE

GIANT
SIZE TUBE

FAMILY
SIZE BOTTLE

FROM CALIFORNIA! NO. 1 GRADE!
TASTY SWEET LARGE CLUSTERS!

SEEDLESS GRAPES

POUND

29¢

CALIFORNIA'S FINEST! LARGE SIZE! SWEET EATING!

FRESH PLUMS

QUART
BOX

49¢

SPECIAL! LOBLAWS PLAIN, NIPPY OR PIMENTO

CHEESE SLICES

3 8 OZ.
PKGS. **100**

SPECIAL! VILLAGE PURE

VEGETABLE OIL

32 FL. OZ. BOTTLE **49¢**

SPECIAL! CHEERIOS 10 OZ. WHEATIES 12 OZ. TRIX OR
COCO PUFFS 8 OZ.

BIG "G" CEREALS

2 PKGS. **69¢**

SPECIAL! DOMESTIC

SHORTENING

1 LB. PKG. **33¢**

SPECIAL! SOCIETY BEEF OR LIVER CHUNKS

DOG & CAT FOOD

20¢ 5 15 OZ.
TINS **99¢**

SPECIAL! BRIGHT'S FANCY UNSWEETENED

APPLE JUICE

48 FL. OZ. TIN **27¢**

SPECIAL! HOSTESS WHITE OR COLOURED

MARSHMALLOWS

1 LB. POLY BAG **33¢**

SPECIAL! ASSORTED FLAVOURS

LUSHUS

10¢ 10 3 OZ.
PKGS. **99¢**

SPECIAL! AYLMEYER FANCY

TOMATO JUICE

48 FL. OZ. TIN **29¢**

FIRST CHOICE SEAMLESS

NYLONS

3 PAIR
PKG. **100**

AVAILABLE IN MOST MAJOR MARKETS

BAKERY SPECIALS

SPECIAL! TOASTMASTER

SWISS ROLLS

PKG. OF 2 **41¢**

SPECIAL! PLAIN SUGARED OR CINNAMON

LOBLAWS DONUTS

2 12'S
PKGS. **49¢**

SPECIAL! DEMPSTER'S

KNOTT ROLLS

8'S PKG. **32¢**

100 WITH COUPON & PURCHASE OF
ONE 8 FL. OZ. BOTTLE
WOODBURY
SHAMPOO

100 WITH COUPON & PURCHASE OF
ONE 3-OZ. AERO TIN
SPRAY DEODORANT
SECRET

100 WITH COUPON & PURCHASE OF
ANY ONE PKG.
FROZEN - ALL VARIETIES
SARA LEE
CHEESECAKES

100 WITH COUPON & PURCHASE OF
ONE 80'S PKG.
RED ROSE
TEA BAGS

100 WITH COUPON & PURCHASE OF
TWO 2-LB. BAGS
GAINES
DOG MEAL

100 WITH COUPON & PURCHASE OF
ANY 2 PKGS. BANDED DEAL
WHITE OR PINK
DOVE

100 WITH COUPON & PURCHASE OF
FOUR 8-OZ. PKGS.
MORTON FROZEN
MARARONI & CHEESE

100 WITH COUPON & PURCHASE OF
TWO 1-LB. PKGS.
FROZEN COFFEE WHITENER
COFFEE RICH

100 WITH COUPON & PURCHASE OF
TWO 1-LB. TUBS
MONARCH
BUTTERCUP COLOURED
SOFT MARGARINE

100 WITH COUPON & PURCHASE OF
TWO 14 FL. OZ. TINS
ARDMONA FANCY
AUSTRALIAN SLICED
CLING PEACHES

100 WITH COUPON & PURCHASE OF
ANY TWO 48 FL. OZ. TINS
PINEAPPLE-ORANGE OR
PINEAPPLE-GRAPFRUIT
DEL. MONTE DRINKS

100 WITH COUPON & PURCHASE OF
TWO 14 FL. OZ. TINS
AYLMER FANCY
CREAM STYLE SOUP

100 WITH COUPON & PURCHASE OF
ANY THREE PKGS.
FRENCH'S
INSTANT MARY MIXES

100 WITH COUPON & PURCHASE OF
ONE 32 FL. OZ. BOTTLE
LIQUID CLEANER
WITH AMMONIA
A J A X