

# CUSTOMERS' DECISION!



**STAMPS  
NO!  
8 TO 1 AGAINST**

**LOBLAWS**

**NEW  
LOOK**

PRICES EFFECTIVE AUG. 7, 8, 9, 10.

**DON'T WORRY, NO HURRY -**  
there is no time limit for redeeming your stamps.

While Loblaws will discontinue issuing stamps on Saturday, August 31st, 1968, Loblaw customers can redeem their stamps at any time. There is absolutely no deadline date. Loblaws guarantee to redeem stamps whenever you wish... a year—or even two years from now.

Loblaw Shoppers who wish to redeem their stamp books may do so by visiting the Loblaw supermarket where they shop—or bring their stamp books to the Loblaw Redemption Centre at 9 Hanna Avenue, Toronto. If you have any questions, please speak to your local Loblaw store manager or head cashier.

**A MEMO  
FROM THE PRESIDENT**

*Why is Loblaws going out of Stamps?*

The overwhelming verdict in our recently completed Loblaw Customer Survey was that the majority of Loblaw Shoppers (8 to 1) were no longer interested in stamps. They indicated that they would like us to concentrate on "Lower Prices"—without lowering our quality standards. This we are doing—immediately. We realize that there are Loblaw Shoppers who would like to have stamps continue. However, all of us at Loblaws feel that *all* food shoppers will be pleased with the "new look" in Loblaw prices. This is only the beginning. In the coming months you'll notice more and more changes—many suggested by Loblaw Shoppers. You've told us your likes and dislikes. Now we've begun to tailor our stores more closely to your needs.

May I personally thank everyone who took the time and effort to complete our survey questionnaire.

*Leo E. Weinstein*  
President  
Loblaw Groceries Co., Limited.

SPECIAL! CAMPBELL'S  
**TOMATO SOUP** 10 FL. OZ. TIN **12¢**

SPECIAL! DR. BALLARD'S CHAMPION BEEF, CHICKEN OR LIVER  
**DOG FOOD** 15 OZ. TINS **4 49¢**

SPECIAL! PUREX PINK OR WHITE  
**TOILET TISSUE** 2 PLY 2 ROLL PKG. **29¢**

SPECIAL! READY-TO-SERVE  
**HEINZ SOUPS** 8 FL. OZ. TIN **10¢**

SPECIAL! GORDON BLEU  
**BONELESS CHICKEN** 3 7 OZ. TINS **100**

SPECIAL! KRAFT 10¢ OFF  
**COFFEE CHARM** 11 OZ. JAR **69¢**

SPECIAL! FAMILY SIZE BOTTLE  
**BROMO SALTZER** **89¢**

SPECIAL! RED-MAID  
**ORANGE JUICE** 32 FL. OZ. BOTTLE **43¢**

SPECIAL! YORK CHOICE CUT  
**BEANS** GREEN OR WAX 2 14 FL. OZ. TINS **33¢**

SPECIAL! SECRET  
**SPAY DEODORANT** 5 OZ. AERO TIN **99¢**

SPECIAL!  
**VITALIS** 4 FL. OZ. BOTTLE **59¢**

SPECIAL! REAL LEMON  
**LEMON JUICE** 25 FL. OZ. BOTTLE **43¢**

SPECIAL! SWIFT'S BROOKFIELD  
**CHEESE** PROCESSED LOAF 2 LB. PKG. **95¢**

SPECIAL! KITCHEN PRIDE  
**RAISIN PIE** 24 OZ. EACH **39¢**

SPECIAL! LIBBY'S WITH CHEESE IN T.S.  
**SPAGHETTI** 2 19 FL. OZ. TINS **45¢**

SPECIAL! CORONATION POLSKIE OGORKI  
**BILL PICKLES** 2 32 FL. OZ. JAR **69¢**

**THREE WAYS TO REDEEM**

**HERE'S HOW TO REDEEM YOUR STAMPS**

MERCHANDISE CERTIFICATES	PARTIALLY FILLED BOOKS	GIFT REDEMPTION
• Redeem your filled stamp books... each for a \$2.00 merchandise certificate which you can apply to purchase of any store merchandise.	• Partially filled books will be redeemed in proportion according to the basic value of \$2.00 for filled books, for example: 1/4 book value 50¢; 1/2 book value \$1.00; 3/4 book value \$1.50.	• You may still obtain your gifts for either all Stamp Saver Books or under the "Hurry-up Plan." See your Lucky Green catalogue or see your Store Manager for complete details.

**DON'T WORRY FOLKS: FOUR WEEKS TO FILL**