

You asked for it A "NEW LOOK" IN YOUR FOOD BUDGET!

LOBLAWS NEW LOOK

Hilda's Column is a new weekly feature in Loblaw ads. Hilda Wilson heads up our Loblaw consumer affairs department. If you have a shopping problem, a suggestion or a complaint Hilda wants to hear from you. Write to her at Loblaw Groceries Co., Limited, 645 Lake Shore Blvd. West, Toronto 26.



HILDA'S COLUMN

When Leon Weinstein learned that I knew nothing about food shopping he said, "You're just the person we want to act as liaison between our customers and Loblaw's head office people." He said that I obviously had a completely open mind (he could have said 'blank') and that I must be a rarity today to

have teenage children (which I have), to be responsible for the housekeeping money (which I am) and to be clueless enough to have to ask my mother how much to give my son when I send him to the store for a loaf of bread (which I do).

Leon says I know so little that I can't possibly have any pre-conceived fixations about food retailing either on the side of the consumer or the retailer.

So now I am going to learn from as many people as possible—certainly everyone here at Loblaw—from the president on down, and as many of you as will write to me. Every week I'll pass along my new-found knowledge to you. Hope it helps you shop better for less—that's the objective.

—Hilda Wilson

P.S. One thing I can do well—ask questions—and I intend to ask a lot of them around Loblaw's in the months to come.

PRICES EFFECTIVE AUG. 14, 15, 16, 17

LOWER PRICES! NO STAMPS!

Stamps to be discontinued after August 31st
DON'T WORRY, NO HURRY-

There is no time limit for redeeming your stamps. While Loblaw's will discontinue issuing stamps on Saturday, August 31st, 1968, Loblaw customers can redeem their stamps at any time. There is absolutely no deadline date. Loblaw's guarantees to redeem stamps whenever you wish... even 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.

HERE'S HOW TO REDEEM YOUR STAMPS
MERCHANDISE CERTIFICATES—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—Partially filled books will be redeemed by certificate in proportion according to the basic value of \$2.00 for filled books, for example: 1/2 book value \$1.00.

GIFT REDEMPTION—You may still obtain your gifts for either all Stamp Saver Books or under the "Cash Added Plan." See Lucky Green catalogue or see your Store Manager for complete details.

SPECIAL! ALWAYS TENDER - PREDRESSED - 2 1/2 TO 3 LB. AVERAGE FRYING OR ROASTING CANADA GRADE A LB.

CHICKENS

36¢

SPECIAL! LOBLAWS COTTAGE BRAND SLICED OR UNSLICED WHITE, WHOLE WHEAT OR CRACKED WHEAT

BREAD

REGULAR WRAP OR PONYTAIL 24 OZ. LOAF

21¢

SPECIAL! MASON OR COTTAGE ASSORTED FLAVOURS

SOFT DRINKS

10 FL. OZ. TIN 7¢
24 FL. OZ. CASE 1.67

SPECIAL! PICNIC STYLE

SMOKED COOKED PORK SHOULDERS

LB.

47¢

SPECIAL! 30% OFF LAUNDRY DETERGENT

CHEER

KING SIZE PKG.

1.39

SPECIAL! CAMPBELL'S

TOMATO SOUP

10 FL. OZ. TIN

12¢

SPECIAL! CUDNEY FROZEN WHITE OR PINK

LEMONADE

6 1/2 OZ. TIN

9¢

SPECIAL! FIRST GRADE SX BRAND RINDLESS

SIDE BACON

1 LB. PKG. VAC PAC

75¢

SPECIAL! SX BRAND SLICED ASSORTED

COOKED MEATS

1 LB. PKG. FAMILY PAC

67¢

SPECIAL! KISMEY COLOURED

MARGARINE

1 LB. PARCHE PKG.

15¢

SPECIAL! MAXIM FREEZE DRIED

INSTANT COFFEE

4 OZ. JAR

99¢

SPECIAL! MCCAIN FANCY

FROZEN PEAS

2 LB. POLY BAG

39¢

SPECIAL! SX BRAND

WIENERS

1 LB. PKG. VAC PAC

49¢

SPECIAL! PENNYWISE

BEEF STEAKETTES

1 LB. PKG.

59¢

SPECIAL! LOBLAWS BREAKFAST SMALL LINK

SAUSAGE

BEEF & PORK 1 LB. PKG. TRAY PAC

55¢

SPECIAL! CHOICE SLICED

PORK LIVER

LB.

23¢

SPECIAL! HOSTESS

ICE CREAM

3 PINT PLASTIC CONTAINER

79¢

SPECIAL! WITH PECTIN WETHEY'S

JAM

RASPBERRY OR STRAWBERRY 24 FL. OZ. JAR

39¢

THE POPULAR TROPICAL FRUIT! GOOD ANYTIME!

BANANAS

POUND

10¢

FROM CALIFORNIA! NO 1 GRADE! IDEAL FOR DESSERTS OR SNACKS!

SEEDLESS GRAPES

POUND

19¢

FROM CALIFORNIA! NO 1 GRADE! LARGE SIZE! SWEET EATING!

PLUMS

POUND

29¢

SPECIAL! LOBLAWS KITCHEN PRIDE

DUTCH APPLE PIE

24 OZ. EACH

49¢

SPECIAL! LOBLAWS

MADEIRA CAKE

EACH

45¢

SPECIAL! TOASTMASTER JUMBO

COCOANUT COOKIES

12'S PKG.

36¢

SPECIAL! BLUE BONNET COLOURED

MARGARINE

2 LB. PKG. QUARTERS

65¢

SPECIAL! NABOB

INSTANT COFFEE

10 OZ. JAR

1.39

SPECIAL! MADHATTER KETCHUP FLAVOURED

POTATO CHIPS

12 OZ. TWIN PACK BAG

59¢

SPECIAL! ROYAL

JELLY POWDERS

3 OZ. PKG.

9¢

SPECIAL! SAICO SWEETENED GRAPEFRUIT, BLENDED OR ORANGE

FRUIT JUICES

48 FL. OZ. TIN

29¢

SPECIAL! MASTER PACK STANDARD

SLICED PEACHES

2 1/4 FL. OZ. TINS

45¢

SPECIAL! BURNS LUNCHEON MEAT

SPAM or SPORK

2 1/2 OZ. TINS

89¢

SPECIAL! GOLDEN ACRES FROZEN

MEAT DINNERS

11 OZ. PKG.

49¢

SPECIAL! NABISCO REGULAR 15 OZ. OR SPOON SIZE 17 1/2 OZ. PKG.

SHREDDED WHEAT

37¢

CUDNEY CHOICE WHOLE

POTATOES

6 1/2 OZ. TINS

1.00

WITH PORK IN TOMATO SAUCE

VIVA BEANS

2 1/4 FL. OZ. TINS

25¢

SPECIAL! COLGATE

DENTAL CREAM

SUPER SIZE TUBE

99¢

SPECIAL! WILKINSON SWORD STAINLESS STEEL

RAZOR BLADES

5'S PKG.

49¢

SPECIAL!

ENO FRUIT SALT

7 OZ. BOTTLE

99¢

SPECIAL! PEPDENT SOFT, MEDIUM OR HARD

TOOTH BRUSHES

EACH

39¢

DON'T WORRY: 3 WEEKS TO FILL YOUR BOOKS: NO TIME LIMIT TO REDEEM!