

THROUNGS ARE COMING BACK TO...

LOBLAWS

WITH THE EXCITING NEW LOOK

Stamps to be discontinued after August 31st
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 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.

PRICES EFFECTIVE AUG. 21 TO 27
 MEAT & PRODUCE PRICES EFFECTIVE AUG. 21 TO 24

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, 545 Lake Shore Blvd. West, Toronto 26.



HILDA'S COLUMN

This week I learned something about trading stamps—mostly from the comments you put on the Loblaw survey forms. According to you, trading stamps are sticky paper given to shoppers by cashiers in proportion to the size of their shopping order. They cause slowdowns at checkout counters, clutter up the kitchen until they are pasted into books and really frustrate a shopper who finds herself buying specials she doesn't need just to get bonus stamps. There's a strong feeling among you that stamps add to the cost of shopping regardless of what anyone tries to say to the contrary, and that without stamps prices would go down. Well, Loblaws is going out of stamps—and prices are already coming D-O-W-N. Anybody out there feel like saying, "I told you so"?

Hilda Wilson

EXTRA LOW PRICE!
 COOKED SMOKED
HAMS LB. **59¢** BUTT HALF **69¢** LB.

SPECIAL! KISMET COLOURED
MARGARINE
 1 LB. PARCH. PKG. **15¢**

SPECIAL! FRESH FROZEN
PORK TENDERLOIN LB. **98¢**

SPECIAL! SWIFTS PREMIUM RINDLESS
SIDE BACON 1 LB. PKG. VAC PAC **75¢**

SPECIAL! COORSH
BEEF FRANKFURTS 1 LB. PKG. VAC PAC **49¢**

SPECIAL! BRIGHT'S FANCY
APPLE JUICE
 48 FL. OZ. TIN **25¢**

SPECIAL! ALL COLOURS SCOTTIES
FACIAL TISSUES
 400'S BOX **29¢**

SPECIAL! FANCY WHOLE KERNEL
NIBLETS CORN
 12 FL. OZ. V.P. TIN **20¢**

SPECIAL! LOBLAWS 3 LITTLE PIG
PORK SAUSAGE 1 LB. PKG. TRAY PAC **59¢**

SPECIAL! CHOICE BOLOGNA BY-THE-PIECE LB **31¢**
 SPECIAL! ALORA PIZZAPIES 2 11 OZ. PEPPERONI **99¢**

FROM THE FAMOUS NIAGARA ORCHARDS! GOLDEN RIPE! YELLOW FLESH! FREESTONE! REDHAVEN & JUBILEE!
PEACHES NO. 1 GRADE! 4 QUART BASKET **95¢**

SPECIAL! MASON'S OR COYT'S
SOFT DRINKS 10 FL. OZ. TIN **7¢** 24 TIN CASE **1.67**

SPECIAL! OLD SOUTH FROZEN
ORANGE JUICE 6 FL. OZ. TINS **5 100**

FROM CALIFORNIA! SWEET EATING! SALMON FLESH!
CANTALOUPE NO. 1 GRADE 3 LARGE SIZE **85¢**

SPECIAL! CAMPBELLS
TOMATO SOUP 10 FL. OZ. TIN **12¢**

SPECIAL! LIQUID BLEACH
JAVEX 64 FL. OZ. BOTTLE **39¢**

ONTARIO GROWN! NO. 1 GRADE! CRISP & CRUNCHY!
CELERY STALKS 2 LARGE SIZE 'S **23¢**

SPECIAL! CUDNEY FROZEN PINK OR WHITE
LEMONADE 64 FL. OZ. TIN **9¢**

SPECIAL! ASSORTED
HI-C FRUIT DRINKS 48 FL. OZ. TINS **3 100**

SPECIAL! CUDNEY FANCY
TOMATO JUICE 48 FL. OZ. TIN **27¢**

SPECIAL! ASSORTED E.D. SMITH'S
PURE JAMS 3 9 FL. OZ. JARS **1 00**

SPECIAL! JOY LIQUID DETERGENT 24 FL. OZ. BOTTLE **49¢**

SPECIAL! YORK TWIST
PEANUT BUTTER & JELLY 1 LB. JAR **49¢**

SPECIAL! HEREFORD
CORNER BEEF 12 OZ. TIN **59¢**

SPECIAL! ALL COLOURS-ROYALE
BATHROOM TISSUE 4 ROLL PKG. **59¢**

SPECIAL! PURINA DINNER
SEA-NIP FOR CATS 18 OZ. PKG. **43¢**

CUDNEY CHOICE WHOLE
POTATOES 2 19 FL. OZ. TINS **33¢**

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

SPECIAL! REGULAR OR BUTTERMILK
QUAKER MUFFETS 2 9 OZ. PKGS. **49¢**

ASSORTED FLAVOURS
FRESHIE 5 PKGS. **29¢**

SCOTIAN GOLD
APPLESAUCE 4 19 FL. OZ. TINS **89¢**

SPECIAL! ROYAL
JELLY POWDERS 3 OZ. PKG. **9¢**

SPECIAL!
HEINZ KETCHUP 15 FL. OZ. BOTTLE **29¢**

FROZEN FOODS

SPECIAL! GOLDEN ACRES
MEAT DINNERS 11 OZ. PKGS. **49¢**

HEALTH AND BEAUTY AIDS

SPECIAL! SNOW FLAKES
POTATO PUFFS 2 8 OZ. PKGS. **45¢**

SPECIAL! HAIR DRESSING LARGE TUBE
BRYLCREEM **69¢**

SPECIAL! GOLDEN ACRES
MACRONI & CHEESE 4 12 OZ. PKGS. **1.00**

SPECIAL! WILKINSON SWORN STAINLESS STEEL
RAZOR BLADES 5'S PKG. **49¢**

SPECIAL! COLGATE SUPER SIZE TUBE
DENTAL CREAM **99¢**
 SPECIAL! ENO FRUIT SALTS 7 OZ. BOTTLE **99¢**

10 DAYS TO FILL YOUR BOOKS: DON'T WORRY NO TIME LIMIT TO REDEEM!