

FINAL WEEK TO GET YOUR STAMPS!


LOBLAWS

NEW LOOK
Brings **LOWER PRICES!**

Loblaws feel that all food shoppers will be pleased with the "new look" in Loblaws prices. This is only the beginning. In the coming months you'll notice more and more changes—many suggested by Loblaws Shoppers. You've told us your likes and dislikes. Now we've begun to tailor our stores more closely to your needs.

PRICES EFFECTIVE AUG. 28 TO SEPT. 7 MEAT & PRODUCE PRICES EFFECTIVE AUG. 28, 29, 30, 31
WE RESERVE THE RIGHT TO LIMIT QUANTITIES

FINEST CANADA **A GRADE**



TURKEYS
PRESSED, YOUNG
UNDER 10 LBS.
LB. **39¢**

SPECIAL!
SOVEREIGN SALMON
RED SOCKEYE **57¢**
7 1/2 OZ. TIN

SPECIAL! CANADA FIRST GRADE
BUTTER
CHERRY VALLEY **65¢**
1 LB. PRINT

SPECIAL! LEAN
LOIN PORK ROASTS
RIB END 3/4 LB. AVER. **61¢**
TENDERLOIN END 3/4 LB. AVER. **67¢**

SPECIAL! MEATY
PORK SIDE SPARE RIBS
LB. **67¢**

SPECIAL! LIBBY'S FANCY
TOMATO JUICE
48 FL. OZ. TIN **25¢**

SPECIAL! LOBLAWS
COFFEE
PRIDE OF ARABIA TWO CUP
LB. **75¢** | **67¢**
3 LB. BAG 2.19

SPECIAL! MAPLE LEAF RINDLESS
SIDE BACON
1 LB. PKG. VAC PAC **75¢**

SPECIAL! SCHNEIDERS LIVER & BACON, BRAUNSCHWEIGER OR SANDWICH SPREAD
MEAT SPREAD ROLLS
8 OZ. EACH **29¢**

SPECIAL! DAVERN & SIMCOE BRANDS
SIDE BACON
1 LB. PKG. VAC PAC **69¢**

SPECIAL! SHOPS'S SLICED
CORNER BEEF
4 2 OZ. PKGS. **85¢**
SPECIAL! PENNYWISE
BEEFBURGERS
1 LB. PKG. **59¢**

SPECIAL! GOLDEN SEAS LIGHT CHUNK
TUNA 6 1/2 OZ. TIN **25¢**

SPECIAL! SWEET ICICLE OR YUM YUM
BICK'S PICKLES 15 FL. OZ. JAR **29¢**

HOLIDAY WEEKEND TREAT! SWEET! RED RIPE!
WATERMELONS EACH **65¢**

SPECIAL! MAPLE LEAF
WIENERS
1 LB. PKG. VAC PAC **49¢**

SPECIAL! LOBLAW JACK & JILL SUPERMOGENIZED
PEANUT BUTTER 2 1/2 LB. JAR **79¢**

SPECIAL! LUNCHEON MEAT
KAM 12 OZ. TUNA TIN **45¢**

PRODUCE OF S.A.I. SWEET, JUICY!
VALENCIA ORANGES 112 SIZE DOZEN **67¢**
FROM CALIFORNIA! NO. 1 GRADE!
PLUMS LARGE SIZE POUND **29¢**
FROM THE FAMOUS BRADFORD MARSH!
BUNCH CARROTS 3 FOR **25¢**

SPECIAL! TOASTMASTER
HAMBURG OR WIENER ROLLS
2 PKGS. OF 8 **49¢**

SPECIAL! LOBLAWS WHITE OR CIDER
VINEGAR
80 FL. OZ. PLASTIC BOTTLE **53¢** | 128 FL. OZ. PLASTIC BOTTLE **65¢**


SPECIAL! CAPRIA SPIRAL SLICED
PINEAPPLE
19 FL. OZ. TIN **20¢**

LOBLAWS FROZEN FOODS

SPECIAL! MORTON
CREAM PIES 3 14 OZ. PKGS. **1.00**
SPECIAL! MINUTE MAID
ORANGE JUICE 4 6 1/2 OZ. FL. TINS **1.00** | 12 FL. OZ. TIN **49¢**
SPECIAL! RUPERT
HALIBUT FISH & CHIPS 28 OZ. PKG. **69¢**
SPECIAL! SOUTHLAND FANCY FRENCH CUT
GREEN BEANS 5 10 OZ. PKGS. **1.00**

SPECIAL! ALPINE CLUB ALL VARIETIES PLUS DEPOSIT
SOFT DRINKS 2 30 FL. OZ. BOTTLES **27¢**
SPECIAL! LOBLAWS ORANGE PEKOE RED LABEL
TEA BAGS 120'S PKG. **1.19**
SPECIAL! VANITY ALL COLOURS 2 PLY
TOILET TISSUE 2 ROLL PKG. **29¢**
SPECIAL! PILLSBURY BATTER CREAM
CAKE MIXES 2 19 OZ. PKGS. **79¢**
SPECIAL! JAFFA QUEEN SWEET
ORANGE JUICE 3 48 FL. OZ. TINS **1.00**

If you have a shopping problem, a suggestion or a complaint Hilda wants to hear from you. Write to her at Loblaws Groceries Co., Limited, 545 Lake Shore Blvd. West, Toronto 26.



HILDA'S COLUMN

"Things are certainly perking up at our Loblaws store," writes Mrs. U. M. of Oakville, and she sort of sums up the general feeling of a lot of people. Prices are moving backwards and people are stepping forward to take advantage of "new look" shopping at Loblaws.

Yesterday, President Leon Weinstein read my mail, including the letters from people who asked that their words of support and encouragement be passed along to him. But he also read the other letters, too.

The next thing I knew, he was rushing into the buying office with a raft of letters and a "let's-have-a-little meeting" expression on his face.

"Tell them," he said to me, as his cigar disappeared around a corner, "that the best is yet to come—and soon."

Hilda Wilson

P.S. Even the store managers are excited these days. They are seeing "specials" . . . and customers . . . they haven't seen in years.
P.P.S. The letters are pouring in and I love it. Keep it up—please!

LOBLAWS BAKERY SPECIALS

SPECIAL! LOBLAWS KITCHEN PRIDE 8 INCH 24 OZ. EACH **39¢**
SPECIAL! LOBLAWS
VALENCIA CAKE EACH **39¢**
SPECIAL! DEMPSTERS
ONION ROLLS PKG. OF 8 **36¢**

LOBLAWS HEALTH & BEAUTY AIDS

BAYER ASPIRIN 100'S BOTTLE **66¢**
GILLETTE DEODORANT
RIGHT GUARD 5 OZ. AEROSOL TIN **97¢**
LISTERINE ANTISEPTIC 22 FL. OZ. BOTTLE **99¢**

HOLIDAY STORE HOURS

WEDNESDAY 9-9 THURSDAY 9-9
FRIDAY 9-9 SATURDAY 8:30-4
Closed ALL DAY LABOR DAY.

HUNDREDS AND HUNDREDS ARE COMING BACK TO LOBLAWS