

LOBLAWS



The Great Price Roll-Back has been completed at Loblaws. You told us in the Loblaw Customer Survey—"never mind the stamps—give us lower prices". That's what you'll find these days at Loblaws. Hundreds and hundreds of lower prices on the things that really count—*plus* more and better weekly "advertised specials".



**IT'S GREAT
TO BE 'HOME'
AT LOBLAWS**

SPECIAL! FANCY KERNEL

NIBLETS CORN

12 OZ.
V.P. TIN

20¢

CAMPBELLS

TOMATO SOUP

2

10 FL. OZ.
TINS

25¢

SPECIAL! ASTRA OR ROYAL TREAT FANCY SOCKEYE

RED SALMON

7 1/2 OZ. TIN

47¢

SPECIAL!

**KLEENEX FACIAL
TISSUES**

400'S BOX

29¢

SPECIAL! ALL POPULAR BRANDS

CIGARETTES

200'S
CARTON
REGULAR SIZE

4.15

200'S
CARTON
KING SIZE

4.25

LIMIT 2 CARTONS PER CUSTOMER - EFFECTIVE THIS WED. THURS. FRI. SAT. ONLY

PRICES EFFECTIVE SEPT. 4 TO 10 BAKERY,
MEAT AND PRODUCE PRICES EFFECTIVE SEPT. 4 TO 7
WE RESERVE THE RIGHT TO LIMIT QUANTITIES

SPECIAL! WESTINGHOUSE BUDGET

**LIGHT
BULBS**

25. 40.
60. OR
100 WATT

2
BULB
PKG.

39¢

SPECIAL! LOBLAWS TASTY TREAT

**ICE
CREAM**

1/2
GALLON
CARTON

69¢

SPECIAL!

EGGS

LOBLAWS EGGS ARE PURCHASED FROM CAREFULLY
SELECTED POULTRY FARMERS THEN GRADED & CANDLED
THROUGH THE MOST MODERN EQUIPMENT AVAILABLE

EDGEBROOK
CANADA GRADE A
LARGE

DOZEN

55¢

BLUEBELL
CANADA GRADE A
MEDIUM

DOZEN

47¢

SPECIAL! CANADA FIRST GRADE

**CHERRY VALLEY
BUTTER**

LOBLAWS CANADA GRADE A BUTTER IS
MADE FROM PURE PASTEURIZED CREAM

1 LB.
PRINT

65¢

FOUR PAGES OF HISTORY