

LOW PRICE POLICY

HUNDREDS & HUNDREDS

REDUCED NOW!

LOBLAWS

LOBLAW SURVEY SHOWS MOST CUSTOMERS WANT NATURAL-AGED RED AND BLUE BRAND BEEF

That's what you'll find at all Loblaw meat counters plus ready, willing and able butchers who will cut your favourite steak or roast if you don't find the cut you want in our counters.

SPECIAL! ALWAYS TENDER, PRESSED, 2 1/2 TO 3 LB. AVERAGE
FRYING or ROASTING

CANADA A GRADE

Chickens

LB.

36

RED or BLUE BRAND BEEF

SPECIAL! CHOICE

PRIME RIB ROASTS

FIRST 5 RIBS SHORT CUT LB

79¢

SPECIAL! CHOICE

PRIME RIB STEAKS

LB.

89¢

SPECIAL! SHOPSYS SLICED

SMOKED BEEF

3 3 OZ. PKGS. **97¢**

SPECIAL! SLICED

BURNS BOLOGNA

1 LB. PKG. **49¢**

SPECIAL! FRESH

COD FILLETS

1 LB. **52¢**

SEE OUR DISPLAY OF FRESH HADDOCK FILLETS, FRESH SOLE FILLETS, FRESH OCEAN PERCH FILLETS, AND FRESH WHITEFISH, ALL ATTRACTIVELY PRICED

SPECIAL! BURNS HINDLESS

SIDE BACON

1 LB. PKG. VAC PAC **75¢**

SPECIAL! CAMPFIRE & SUPER VALUE BRAND

SIDE BACON

HINDLESS 1 LB. PKG. VAC PAC **69¢**

SPECIAL! SWIFTS PREMIUM

WIENERS

1 LB. PKG. VAC PAC **49¢**

ONTARIO GROWN! CANADA NO. 1 GRADE! GOOD VALUE!

POTATOES

25 LB. BAG

69¢

FROM CALIFORNIA! NO. 1 GRADE! SUGAR-SWEET!
CANTALOUPE

3 JUMBO SIZE 36'S

79¢

ONTARIO GROWN! NO. 1 GRADE!

CABBAGE

EACH **10¢**

ONTARIO GROWN! NO. 1 GRADE!

CUCUMBERS

3 FOR **19¢**

ONTARIO GROWN! NO. 1 GRADE!

COOKING ONIONS

3 LB. BAG **25¢**

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

Now that we can forget about stamps for all time, I am expecting bigger and better bargains here at Loblaw—and I'm sure you are, too.

Just this week, the grocery, fruit, meat and non-food departments held a full-scale meeting to review their progress. It turns out that although they have made a considerable number of improvements already (lower prices, better specials, more variety, bigger selection, friendlier staff) and there are still many more changes that have been approved, but not yet implemented. There just haven't been enough hours in the day to do all the things they have planned for you.

When I asked for a "for instance," they said many more prices need changing, some stores need renovating, trucks need a coat of paint, customers need a wider selection of brands...

"STOP RIGHT THERE!" I said—as I pulled out my letters from you about the lack of choice in sausages and diet bread.

That was the end of the "review" meeting—from then on, it was "full speed ahead!" all the way.

Hilda Wilson

P.S. The letters are pouring in and my answers are pouring out to you.

MAKING NEW LOOK PRICES