

LOW PRICE POLICY!

**HUNDREDS AND HUNDREDS OF
PRICES NOW REDUCED**
REMEMBER, QUALITY WILL NEVER BE SACRIFICED
AT LOBLAWS TO MEET PRICE!

SPECIAL! WHITE GRANULATED

SUGAR 5 LB. BAG **35¢** 10 LB. BAG **69¢**

SPECIAL! DOLE UNSWEETENED

PINEAPPLE JUICE 48 FL. OZ. TIN **27¢**

GOLD RIBBON

DOG OR CAT FOOD 15 OZ. TIN **10¢**

SPECIAL! ASSORTED

START FRUIT FLAVOURED CRYSTALS 3 1/2 OZ. TINS **100¢**

SPECIAL! ST. LAWRENCE

CORN OIL 25 FL. OZ. TIN **65¢**

SPECIAL! ROYAL INSTANT

PUDDINGS 2 3/4 OZ. PKGS. **27¢**

SPECIAL! CLARK'S

STEWES IRISH, BEEF OR TURKEY-CHICKEN 2 15 OZ. TINS **59¢**

SPECIAL! PET INSTANT

POWDERED SKIM MILK 3 LB. PKG. **1.13**

SPECIAL! TOP CHOICE

GAINES BURGERS 2 LB. 4 OZ. PKG. **79¢**

SPECIAL! PALMOLIVE

DISHWASHING LIQUID 32 FL. OZ. BOTTLE **89¢**

CARNATION

EVAP. MILK 2 16 OZ. TINS **33¢**

SPECIAL! CLARK'S

MEAT SPREADS 3 OZ. TIN **10¢**

SPECIAL! HOSTESS CHOCO GRAHAMS

BISCUITS 12 OZ. CELLO PKG. **35¢**

SPECIAL! MONARCH

DESSERT TOPPING 9.5 OZ. AERO TIN **39¢**

SPECIAL! BURNS

LARD 2 1 LB. CARTONS **29¢**

AYLMER

CATSUP 2 11 FL. OZ. BOTTLES **35¢**

SUN-BLEST STANDARD

PEAS 2 14 FL. OZ. TINS **27¢**

CUDNEY CHOICE WHOLE

POTATOES 2 19 FL. OZ. TINS **33¢**

SPECIAL! SAVE-ALL

WAXED PAPER 200 FT. ROLL **59¢**

CARNATION

COFFEE-MATE 6 OZ. JAR **49¢**

BAKERY FEATURES AT LOBLAWS .

SPECIAL! LOBLAWS KITCHEN PRIDE

RHUBARB PIE 24 OZ. **39¢**

SPECIAL!

TOASTMASTER CRULLERS PKG. OF 6 **36¢**

SPECIAL! LOBLAWS KITCHEN PRIDE

RAISIN BREAD 2 16 OZ. LOAVES **49¢**

SPECIAL! DEMPSTERS

MIXED ROLLS PKG. OF 12 **45¢**

HEALTH & BEAUTY AIDS AT LOBLAWS .

SPECIAL! SPRAY 5 OZ. OR LOTION ROLL-ON 1 1/2 FL. OZ.

BAN DEODORANT EA. **89¢**

SPECIAL! SKIN CREAM **NOXZEMA** 4 OZ. JAR **79¢**

BAYER ASPIRIN 100'S BOTTLE **66¢**

REGULAR OR MINT **CREST TOOTHPASTE** GIANT TUBE **57¢**

SCORE HAIR CREAM 3 OZ. TUBE **69¢**

HALO SHAMPOO ECOM. SIZE BOTTLE **99¢**

FROZEN FOODS AT LOBLAWS .

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

SPECIAL! M'CAIN'S FANCY SHOESTRING POTATOES **FRENCH FRIES** 2 LB. BAG **45¢**

SPECIAL! SARA LEE **CARAMEL PECAN ROLLS** 10 1/2 OZ. PKG. **69¢**

SPECIAL! SARA LEE **APPLE 'N SPICE CAKE** 14 OZ. PKG. **69¢**

SPECIAL! SOUTHLAND FANCY FRENCH CUT **GREEN BEANS** 5 10 OZ. PKGS. **100¢**

SPECIAL! GOLDEN ACRES **PEAS** 2 12 OZ. PKGS. **39¢**

SPECIAL! FARM HOUSE **CREAM PIES** 3 12 OZ. PKGS. **100¢**

SPECIAL! GOLDEN ACRES - BEEF, CHICKEN OR TURKEY **MEAT PIES** 5 8 OZ. PKGS. **100¢**

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 2b.



HILDA'S COLUMN

"This week, the president received 2 letters from the same customer. The first one was written during the time of the Loblaw Customer Survey but the writer left town before she had a chance to mail it. It said, in part, 'I take a dim view of any organization that charges more than any other super-market for almost every article.'"

When she returned home last week and visited her Loblaw store, she sat down and wrote another letter—this time mailing it, along with her earlier note so that we could see how completely won over she is by Loblaw's "NEW LOOK." "Congratulations," she wrote, "you've done a masterful job. Not only did we save money on the shopping, but my husband enjoyed the trip. This is a rare feat! He loathes the weekly shopping trip as a rule. If this continues, you've gained another regular customer. I was delighted when I made a substantial saving on almost every item I bought. In fact, I even stocked up on some things."

Hilda Wilson

P.S. All I can add is—Thanks for your letter, Mrs. F. C. We love you at Loblaws.

P.P.S. Now that my sons have seen the first section of the Columbia Encyclopedia, I'll be buying a section-a-week at Loblaws from now on.

ON ITEMS THAT COUNT MOST!