

**"COMING BACK" AGAIN and AGAIN!**

# LOBLAWS

**STORE-WIDE LOWER PRICES WEEK AFTER WEEK!  
PLUS EXTRA SPECIALS ADVERTISED RIGHT HERE!**

PRICES EFFECTIVE SEPT. 25 TO OCT. 1

MEAT, PRODUCE & BAKERY PRICES EFFECTIVE SEPT. 25 TO 28  
WE RESERVE THE RIGHT TO LIMIT QUANTITIES

SPECIAL! CANADA FIRST GRADE

**BUTTER** CHERRY VALLEY 1 LB. PRINT. **65¢**

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

SPECIAL! AYLMEY **TOMATO SOUP** 10 FL. OZ. TIN **10¢**

SPECIAL! AYLMEY CHOICE PEAS, CREAM CORN, PEAS & CARROTS, MIXED VEGETABLES OR DICED BEETS, FANCY WAX BEANS **VEGETABLES** MIX OR MATCH 10 FL. OZ. TINS **8** **\$1.00**

SPECIAL! LIBBY'S FANCY **FRUIT COCKTAIL** 14 FL. OZ. TIN **27¢**

SPECIAL! MONARCH-POUCH-PAK **CAKE MIXES** 2 10 OZ. PKGS. **35¢**

SPECIAL! 24¢ OFF INSTANT COFFEE **NESCAFE** 10 OZ. JAR **\$1.49**

SPECIAL! CHICKEN NOODLE **LIPTON SOUP** 2 4 1/2 OZ. PKGS. **45¢**

SPECIAL! CHICKEN, ITALIAN, PORK & VEAL OR FISH **SHAKE 'N BAKE** 2 2 1/2 OZ. PKGS. **49¢**

WALKERS **SALTINES** 1 LB. PKG. **29¢**

SPECIAL! HOSTESS MILK **CHOCOLATE BUDS** 14 CELLO. PKG. **59¢**

SPECIAL! WHITE SWAN **FACIAL TISSUES** 360'S BOX **25¢**

## CANTALOUPE'S

CALIFORNIA'S FINEST!  
SUGAR-SWEET!  
SALMON FLESH!  
NO. 1 GRADE!

**4** JUMBO SIZE 36'S **87¢**



FROM B.C.! NO. 1 GRADE! WONDERFUL FLAVOUR! SIZE 135

**BARTLETT PEARS** 7 FOR **44¢**

ONTARIO GROWN! NO. 1 GRADE! CRISP & CRUNCHY! LARGE SIZE 24'S **23¢**

**CELERY STALKS** 2 **6¢**

ONTARIO GROWN! NO. 1 GRADE! NEW CROP! **WAXED TURNIPS** POUND **6¢**

ONTARIO GROWN! NO. 1 GRADE SMALL! YELLOW! **COOKING ONIONS** 5 LB. POLY BAG **29¢**

THE COLUMBIA ENCYCLOPEDIA on sale this week section 3

ASK FOR A LOBLAW RAIN CHECK IF WE RUN OUT OF AN ADVERTISED FEATURE. Sometimes our stores run short of an item we've advertised due to unusually heavy demand. If this happens to you just ask your Loblaw store manager for a Rain Check. It allows you to purchase an item at the advertised price when it is restocked.

## TABU PANTY HOSE

FEATURING 2 WAY STRETCH, NUDE & REGULAR HEEL GUARANTEED FIT, NEW FALL SHADES PAIR **99¢**

## LADIES CASUAL FOLDING SLIPPERS

COMPARE AT 1.29 PAIR **99¢**

LIMITED QUANTITY AVAILABLE

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

I have been getting questions about the time limit for redeeming stamps. THERE IS NO TIME LIMIT!—You can still redeem your stamps one or two years from now. In fact, just to prove the point, here is a letter from Mrs. William Wright of Ottawa who recently found an 11 year old package of Loblaw "bonus" tapes in her drawer, and sent them to Loblaw for redemption:

"This afternoon I had the pleasure of meeting one of your Loblaw representatives in Ottawa who called at my home. He was very pleasant and courteous and a very nice man. What a wonderful surprise I received when he handed me five Loblaw merchandise orders for \$2.00 each for the cash register tapes I sent to you.

May I express to you my sincere thanks. I really appreciate this. I have been a Loblaw customer for many years and courtesy and service like this will certainly keep me going back to Loblaw.

Regarding Loblaw's claim that customers can redeem stamp books even years from now—you have a testimonial from me that this is absolutely true. After 11 years, I received full value for cashier tapes I had neglected to redeem for stamps, and you have my permission to use this statement with my name and address if you so wish.

Again, please accept my thanks and good luck in your new endeavours. So you see, there is no need to rush with the pasting of the stamps in the books. You've got all the time in the world.