COMING BACK AGAIN and AGAIN!

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

PRICES EFFECTIVE SEPT. 25 TO OCT. 1

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

SPECIAL! CANADA FIRST GRADE

BUTTER WERY

FARAME

MATOSMP

FANCY WAX BEANS

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CIAL! 249 OFF INSTANT COFFEE

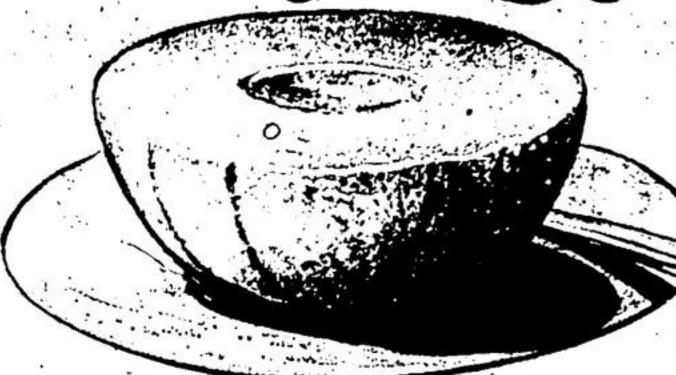
LIPTON SOUP

KENBAKE.

SALTINES

MATERIOS

MEAT, PRODUCE & BAKERY PRICES EFFECTIVE SEPT. 25 TO 28



on sale this week section

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 une usually 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.

NUDE & REGULAR HEEL GUARANTEED FIT. **NEW FALL SHADES**

LADIES CASUAL

COMPARE **AT 1.29**

LIMITED QUANTITY AVAILABLE

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If you have a shopping problem, a suggestion or a complaint Hilda wants to hear from you. Write to her at Loblaw Groceterias Co., Limited, 545 Lake Shore Blvd. West, Toronto 2b.



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 Loblaws 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 Loblaus 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 custonier for many years and courtesy and service like this will certainly keep me going back to Loblaws.

Regarding Loblans' 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.

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