

ALREADY COME HOME TO LOBLAWS!

LOBLAWS

NEW LOOK

PRICES EFFECTIVE OCT. 2 TO OCT. 8

MEAT, PRODUCE AND BAKERY PRICES EFFECTIVE OCT 2 TO OCT. 5

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

THE COLUMBIAN & GLOBE on sale this week section 4

LOBLAWS COTTAGE BRAND WHITE, WHOLE WHEAT or CRACKED WHEAT REGULAR or PONY-TAIL WRAP

BREAD
24 OZ. LOAVES **2 43¢**

SPECIAL! 1 LB. BAG **TWO CUP COFFEE 65¢**

SPECIAL! 3 LB. BAG 2.19 **PRIDE of ARABIA COFFEE 75¢**

SPECIAL! KRAFT SMOOTH OR CRUNCHY 18 OZ. JAR **PEANUT BUTTER 45¢**

SPECIAL! AYLMER 10 FLOZ. TIN **TOMATO SOUP 10¢**

SPECIAL! ALL VARIETIES LANCIA 2-LB. BAG **MACARONI or SPAGHETTI 39¢**

SPECIAL! VIVA 5 1/2 OZ. TINS **TOMATO PASTE 2 23¢**

SPECIAL! WALKER'S 1 LB. PKG. **SALTINES 29¢**

SPECIAL! ASSORTED COLOURS CAPRI 4 ROLL PKG. **BATHROOM TISSUE 39¢**

SPECIAL! AUSTRALIAN FANCY CLING HALVES **Ardmona Peaches 3 1.00**

SPECIAL! MONUS OFFER 3-LB. 4-OZ. TIN **NESTLE'S QUIK 79¢**

SPECIAL! SUNFRESH INSTANT SKIM 3-LB. BAG **MILK POWDER 99¢**

SPECIAL! CREAMETTES PKG. **MACARONI or SPAGHETTI 11¢**

SPECIAL! CULVERHOUSE CHOICE 2 19 OZ. TINS **CREAM CORN 37¢**

SPECIAL! Y & S 14 OZ. 4 1/2 OZ. JAR **LICORICE ALLSORTS 39¢**

SPECIAL! LOTION 34 1/2 OZ. BOTTLE **SWAN DETERGENT 33¢**

SPECIAL! ROSE COLOURED 3-LB. CARTON **MARGARINE 69¢**

SPECIAL! ASSORTED FLAVOURS PKG. **MINUTE BREAKFAST 59¢**

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

SPECIAL! CHICKEN, LIVER OR BEEF 34 OZ. PKG. **GAINES BURGERS 79¢**

SPECIAL! IN TOMATO SAUCE — LIBBY'S 2 14 FL. OZ. TINS **ALPHA-GETTI 35¢**

SPECIAL! HOSTESS WHITE OR COLOURED 1-LB. POLY BAG **MARSHMALLOWS 33¢**

SPECIAL! CORONATION 24 FL. OZ. JAR **PICKLES 39¢**

SPECIAL! ASSORTED FLAVOURS 2 TINS **NESTLES Puddings 45¢**

HEINZ: BUDGET BUNDLE STRAINED ASSORTED FLAVOURS 4 1/2 OZ. TINS **BABY FOODS & 6 69¢**

WE'RE BUSIER THAN EVER BEFORE BECAUSE...

- 1 Loblaws have reduced hundreds and hundreds of prices—storewide.
 - 2 There's more variety at Loblaws meat counter, plus all your favorite cuts of carefully aged Red and Blue brand beef.
 - 3 At Loblaws—everyone is dedicated to the task of making your food shopping easier—more convenient and less expensive.
- If there are people you haven't seen in a long time, chances are you'll bump into old friends when you shop Loblaws this week.

YOUR FAVORITE BRANDS AT LOWER PRICES

- SPECIAL! FANCY 14 FL. OZ. TIN **Mitchell's Applesauce 2 33¢**
- SPECIAL! WITH PORK IN TOMATO SAUCE 14 FL. OZ. TIN **VAN CAMP'S BEANS 2 35¢**
- SPECIAL! WESTON'S CHOCOLATE 8 OZ. PKG. **DIGESTIVE BISCUITS 33¢**
- SPECIAL! WITH CHEESE & TOMATO SAUCE 14 FL. OZ. TIN **LIBBY'S SPAGHETTI 2 33¢**
- SPECIAL! 304 OFF RED ROSE 4 OZ. JAR **INSTANT COFFEE 1.09**
- SPECIAL! BORDEN'S 3% 14 OZ. TIN **EVAPORATED MILK 2 29¢**
- SPECIAL! 14 OZ. TIN **Carnation Evap. Milk 2 33¢**
- SPECIAL! 4 OZ. JAR **Carnation COFFEE-MATE 49¢**

If you have a shopping problem, a suggestion or a complaint Hilda wants to hear from you. Write to her at Loblaws Groceries Co., Limited, 645 Lake Shore Blvd. West, Toronto 2b.



HILDA'S COLUMN

"It's all very well," a customer writes, "to try and get people to come back to Loblaws, but what about all of us who never left?" She's right, of course, and Loblaws is grateful to the thousands of loyal customers who have called Loblaws "home" for years and years. Here are some other letters:

Dear Hilda:
They've taken all the fun out of my weekend shopping—no green stamps. We used to buy your specials with the extra stamps although we had some very peculiar menus. Many things got into my kitchen cupboard that never would have.

Why is it always the woman who is supposed to economize? They never seem to cut liquor, cigarette or gas prices. Always the woman who has to worry about the pennies.

I must admit your prices are coming down but just thought I'd let you know how uninteresting I'm finding my weekly shopping. Mrs. R. H., Brampton

P.S. I told Mr. Weinstein I wanted stamps, but I guess majority rules.

DEAR MRS. R. H.—YOU KNOW WHAT THEY SAY, AN ECONOMIZING WOMAN IS A JOY TO AN ENTERPRIZING MAN.

Dear Hilda:
I am sure you would like to hear from a happy, or shall I say, more satisfied customer. Well, that's me.

For many months I could not shop at Loblaws even though I did save green stamps, but straight cash looked better in my purse, so with the price of so many products higher than elsewhere, I shopped elsewhere.

Now the prices at your stores are quite tempting again so once more I will be a Loblaws customer.

Mrs. A. M., Toronto

DEAR MRS. A. M.—THAT'S EXACTLY WHAT WE HOPED YOU'D SAY. THANKS.

ON FOODS YOU WANT!