

Treat Your Family To The Finest From

LOBLAWS Thanksgiving

PRICES EFFECTIVE OCT. 9 TO 15
MEAT, PRODUCE & BAKERY PRICES EFFECTIVE OCT. 9 TO 12
WE RESERVE THE RIGHT TO LIMIT QUANTITIES

If you have a shopping problem, a suggestion or a complaint Hilda wants to hear from you. Write to her at Loblaw Grocerias Co., Limited, 345 Lake Shore Blvd. West, Toronto, 26.



HILDA'S COLUMN

HILDA HELPS THE LOBLAW FAMILY TO SAY THANKS

I guess everyone can find something to be thankful for this weekend. I checked around "Inside Loblaws" and came up with this special Thanksgiving list. At *Hogreaves*, Director of Advertising, is thankful for the "new look" in our advertising. (The ad you are reading right now is a pretty good example of Al's creative genius.)

At *Wallace*, Director of Market Operations, is grateful to head office, warehouse and store staff who have pitched in so enthusiastically these past few weeks. (Every price change or advertised special sends them scurrying around to get organized for their customers). He's grateful for the computer that keeps track of everything, too.

George Aisle, Merchandising Manager, is thankful for all the new lines he has been able to add to his buying list. (There are over 6,000 items on his shopping list now.)

Alex Agnew, Vice-President, Meat Operations, is thankful to be buying the best, naturally aged, red and blue brand meat on the market. (Alex is also responsible for making the famous Butterball turkey available to us for Thanksgiving Day. So we thank you, Alex.)

Ed Rainey, Director of Produce Operations, is thankful for the Bountyies of the Harvest, and the opportunity to bring them at the peak of perfection to so many Loblaw "regulars."

Bill Miller, Manager Dairy Products, is thankful for 300,000 chickens throughout Ontario who passed up the chance to be somebody's Thanksgiving Day feast so they could lay farm fresh, wholesome eggs for Bill's grading and packing station.

Bill Scott, Executive Vice-President is thankful for the co-operation and patience of everyone during the hectic period of changing over to the "New Look" at Loblaws.

Mrs. John Kenny, the President's secretary, is thankful for the best boss in the world. (And her boss says he has the best secretary too.)

Bob McCutcheon, Superintendent of Warehousing is thankful for a day off from the round-the-clock job of getting supplies out of the warehouse and into the stores on time.

Leos Weinstein, President, is grateful to the thousands of people who have expressed their personal good wishes through letters, phone calls and in person—and who have demonstrated their encouragement by being "regulars" at Loblaws.

Happy Thanksgiving Day!
Hilda Wilson

P.S. My mother is thankful that I'm learning something about food at long last. She thought my work at Loblaws would at least teach me the prices of various items, but every time I learn a new price, Mr. Weinstein lowers it.

SPECIAL! LOBLAWS

COFFEE
SPECIAL! GOLD SEAL FANCY SOCKEYE

3-LB. BAG 2.19
PRIDE OF ARABIA
1-LB. BAG

75¢ TWO CUP
65¢ 1-LB. BAG

Red SALMON

71-OZ. TIN 55¢

SPECIAL! CLARK'S FANCY
TOMATO JUICE

48 FL. OZ. TIN 25¢

SPECIAL! YUM YUM OR BABY DILLS
BICK'S PICKLES

48 FL. OZ. JAR 69¢

SPECIAL! LIBBY'S FANCY
FRUIT COCKTAIL

14 FL. OZ. TIN 27¢

SPECIAL! Raspberry, Strawberry or Fruit Conserve
ROSE PURE JAMS

3 9 FL. OZ. JARS 1.00

SPECIAL! HOSTESS
CHOCO MALLOWS

14-OZ. CELLO BAG 39¢

SPECIAL! MITCHELLS FANCY
APPLE JUICE

48 FL. OZ. TIN 29¢

SPECIAL! OCEAN SPRAY
CRANBERRY Cocktail

34 FL. OZ. BOTTLE 39¢

SPECIAL! FANCY ASSORTED HONEY POD
STOKELY'S PEAS

14 FL. OZ. TIN 19¢

SPECIAL! JACK & JILL SUPERMOGENIZED
PEANUT BUTTER

3-LB. JAR 79¢

• FINEST MEATS for THANKSGIVING •

SPECIAL! CANADA A GRADE

PREDRESSED DUCKS LB. 59¢

SPECIAL! SWIFT'S PREMIUM

RINDLESS SIDE BACON 1-LB. PKG. VAC PAC 79¢

SPECIAL! SWIFT'S PREMIUM

WIENERS 1-LB. PKG. VAC PAC 49¢

SPECIAL! SHOPSYS SLICED

CORNED BEEF 4 2-OZ. PKGS. 89¢

SPECIAL! SAU-SEA BRAND

SHRIMP COCKTAIL 3 4-OZ. JARS 98¢

• BAKERY FEATURES at LOBLAWS •

SPECIAL! LOBLAWS KITCHEN PRIDE

PUMPKIN PIE 8 INCH 39¢

SPECIAL! LOBLAWS

Sultana FRUIT CAKE EACH 49¢

SPECIAL! TOASTMASTER

CRUMPETS PKG. OF 6 30¢

SPECIAL! DEMPSTERS

ONION ROLLS PKG. OF 8 36¢

CAPE COD'S BEST! SWEET TANGY FLAVOUR!
FOR THANKSGIVING DINNER!

FRESH CRANBERRIES
1 LB. PKG. 27¢

ONTARIO GROWN! NO. 1 GRADE! FRESH GREEN!

CELERY STALKS LARGE SIZE EACH 10¢

Garden Fresh From Maryland! Served Mashed or Candied!

SWEET POTATOES 3 LBS. 29¢

FROM B.C. NO. 1 GRADE! SWEET LUSCIOUS BEAUTIFUL!

BARTLETT PEARS SIZE 135 7 FOR 45¢

ONTARIO GROWN! VERY FLAVOURFUL!
MILD & TENDER!

BRUSSEL SPROUTS

2 LBS. 37¢

THE COLUMBIAN ENCYCLOPEDIA
on sale this week section 5

• CANADIAN CHEESE FESTIVAL •

SPECIAL! 3¢ OFF KRAFT CRACKER BARREL

CHEDDAR CHEESE Old Coloured PKG. 59¢

SPECIAL! KRAFT PHILADELPHIA PLAIN

CREAM CHEESE 4-OZ. PKG. 43¢

SPECIAL! KRAFT DELUXE CANADIAN

CHEESE SLICES 1/2 PKG. 35¢

SPECIAL! KRAFT PHILADELPHIA ASSORTED

CREAM CHEESE 4-OZ. PKG. 23¢

SPECIAL! WHEELBARROW BRAND

BABY GOUDA CHEESE 16-OZ. PKG. 59¢

LOBLAWS DANISH

BLUE CHEESE LB. 89¢

MAPLE LEAF

CHED-R-SPRED 8-OZ. TUMBLER 39¢

MAPLE LEAF PROCESS

CHEDDAR CHEESE 3 8-OZ. PKGS. 1.00

NOEL IMPORTED DANISH

CAMEMBERT CHEESE 1/2 PKG. 55¢

• HEALTH & BEAUTY AIDS at Loblaws •

BROMO SELTZER REG. SIZE BOTTLE 59¢

GILLETTE SUPER STAINLESS STEEL

RAZOR BLADES PKG. OF 10 99¢

PEPSODENT REGULAR or FLUORIDE

TOOTHPASTE FAMILY SIZE TUBE 79¢

REGULAR

HALO SHAMPOO ECON. SIZE BOTTLE 99¢

SKIN CREAM

NOZZEMA 4-OZ. JAR 79¢

• FROZEN FOODS at LOBLAWS •

SPECIAL! CUDNEY

ORANGE JUICE 6 61 FL. OZ. TINS 1.00

McCain PEAS FANCY 3-LB. POLY BAG 39¢

ASSORTED DINNERS GOLDEN ACRES 11-OZ. PKG. 49¢

FRENCH FRIES McCain FANCY JULIENNE POTATOES 3-LB. PKG. 43¢

APPLE-PIE OLD MILL 3-LB. PKG. 39¢

STRAWBERRIES CUDNEY FANCY SLICED 15-OZ. PKG. 39¢

COOL WHIP DESSERT TOPPING 14 FL. OZ. CARTON 37¢ 33 FL. OZ. CARTON 69¢

• SNACKS for the HOLIDAY •

SPECIAL! LOBLAWS PLAIN

POTATO CHIPS "TWIN PACK" 16-OZ. PKG. REG. PRICE 79¢ 49¢

SPECIAL! HOSTESS

GUM DROPS, JELLY BEANS or JU-JUBES 3-LB. PKG. 59¢

SPECIAL! BEAVER SALTED

MIXED NUTS 16-OZ. CELLO BAG 75¢

SPECIAL! JACK'S TWIN PACK

CHEESE TWISTS 11-OZ. PKG. 43¢