



# Loblaws <sup>New Look</sup>

## LOWER PRICES

on quality foods you want!

PRICES EFFECTIVE NOV. 20 TO 23

### -RED OR BLUE-BREE BRAND BEEF-

**SPECIAL! CHOICE BLADE BONE OUT**  
**BLADE ROASTS 57¢** LB.

**SPECIAL! CHOICE SHORT RIB** Roasts LB. **59¢**     **SPECIAL! CHOICE Cross Cut Rib** Roasts LB. **62¢**

**SPECIAL! CHOICE CHUCK STEAKS** LB. **69¢**     **SPECIAL! BONELESS SHOULDER** Roasts LB. **69¢**

**SPECIAL! MINCED CHUCK BEEF** 2-LB. PKG. or OVER 3¢ PER LB. LESS LB. **69¢**

**SPECIAL! LOBLAWS SMALL LINK BREAKFAST SAUSAGE** BEEF AND PORK TRAY PAC 1-LB. PKG. **55¢**

**SPECIAL! SIX BRAND RINDLESS SIDE BACON** 1-LB. PKG. VAC PAC **75¢**     **SPECIAL! SMOKED THICK COD FILLETS** LB. **53¢**

**SPECIAL! SIX BRAND ASSORTED-SLICED Cooked Meats** FAMILY PAC 1-LB. PKG. **69¢**     **SPECIAL! SHOP'S OLD VIRGINIA SALAMI CHUB** 24-OZ. EACH **99¢**

**SPECIAL! HIGHLINER BRAND COOKED COD-in-BATTER** 14-OZ. PKG. **49¢**     **SPECIAL! PENNYWISE BEEF STEAKETTES** 1-LB. PKG. **59¢**

**SPECIAL! MITCHELL'S CHOICE**  
**APPLE JUICE 29¢**  
 48 FL. OZ. TIN  
 REGULAR LOBLAW PRICE 37¢

**SPECIAL! AYLMEYER PURE**  
**ORANGE MARMALADE 39¢**  
 24 FL. OZ. JAR  
 REGULAR LOBLAW PRICE 47¢

**SPECIAL! COLOURED 100% VEG. OIL**  
**VILLAGE MARGARINE 19¢**  
 1 LB. PARCH. PKG.  
 REGULAR LOBLAW PRICE 24¢

**SPECIAL! SHIRRIFF'S**  
**JELLY POWDERS 10¢**  
 3 OZ. PKG.  
 REGULAR LOBLAW PRICE 3 FOR 37¢

**2¢ OFF CHUM**  
**DOG FOOD 10¢**  
 15 OZ. TIN  
 REGULAR LOBLAW PRICE 2 FOR 35¢

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, 45 Lake Shore Blvd. West, Toronto 28.

### HILDA'S COLUMN

My mother says that Loblaws isn't perfect yet. When she went shopping last week, the checkout counters were so crowded she waited ten minutes to pay for her groceries. I suggested that she should do her shopping earlier in the day when the store is less crowded. If she did her shopping before the "rush hour" starts, she would shop not only more pleasantly but more carefully.

On checking around, I found that Loblaws's staff of cashiers and parcelers have been carefully trained to do their jobs accurately and efficiently. We also have a number of new trainees on the job.

So, if you find yourself in a long line at the checkout counter, please do like my mother does:

- unload the basket with the prices facing up,
- put multiple purchases of the same product together, especially if there is a savings in the price,
- watch the cash register as a double check that your order is being rung up correctly, (cashiers are human, too, and sometimes forget that a particular item is on "special"),
- smile back when the cashier says, "thank you".

In this way, the line moves faster and everybody is happier including my mother.

Thank you

*Hilda Wilson*

### YEAR ROUND FAVOURITE! FROM THE TROPICS!

**BANANAS 10¢** POUND

**FROM CALIFORNIA! FRESH BROCCOLI** LARGE BUNCH **33¢**     **FRESH FROM TEXAS! GREEN PEPPERS** 4 FOR **29¢**

**PRODUCE OF SPAIN! 1 1/2 SIZE! VALENCIA ORANGES** DOZ. **49¢**     **ONTARIO GROWN! No. 1 GRADE! WAXED TURNIPS** LB. **6¢**

**SPECIAL! PARAMOUNT FANCY SOCKEYE RED SALMON** 7 1/2 OZ. TIN **58¢**

**SPECIAL! 15¢ OFF SQUIRREL PEANUT BUTTER** 3 LB. JAR **89¢**

**SPECIAL! GOLD REEF FANCY HALVES OR SLICES PEACHES** 2 28 FL. OZ. TINS **69¢** EACH 35¢

**SPECIAL! GREEN GIANT FANCY CREAM CORN** 2 14 FL. OZ. TINS **45¢**

**SPECIAL! CHOICE AYLMEYER PEAS** 2 14 FL. OZ. TINS **41¢**

**SPECIAL! SHIRRIFF INSTANT MASHED POTATOES** 12 OZ. PKG. **49¢**

**SPECIAL! PANTRY SHELF SWEETENED ORANGE JUICE** 3 48 FL. OZ. TINS **100¢** EACH 34¢

**SPECIAL! CREAM OF MUSHROOM CAMPBELL'S SOUP** 2 10 FL. OZ. TINS **35¢**

**SPECIAL! IN TOMATO SAUCE HEINZ SPAGHETTI** 2 14 FL. OZ. TINS **37¢**

**SPECIAL! HONEY BOY NO. 1 WHITE CREAMED HONEY** 1 LB. PLASTIC TUB **33¢**

**HEALTH & BEAUTY AIDS AT LOBLAWS**

**JOHNSON'S BABY POWDER** 14 OZ. TIN **79¢**

**COLGATE TOOTH PASTE** SUPER SIZE TUBE **99¢**

**TEK HARD, MED. OR SOFT TOOTHBRUSHES** EA. **33¢**     **ORAL ANTISEPTIC COLGATE 100** 14 FL. OZ. BOTTLE **79¢**

**SPECIAL! MORTON FROZEN MEAT PIES** 4 8 OZ. PKGS. **99¢**

**SPECIAL! LIBBY'S FANCY PEAS or MIXED VEGETABLES** 2 POLY BAGS **39¢**

**SPECIAL! BABY DILLS OR SWEET MIXED BICK'S PICKLES** 15 FL. OZ. JAR **29¢**

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

**SPECIAL! MONARCH ICING MIXES** 2 7 OZ. PKGS. **35¢**

**SPECIAL! OLD TYME TABLE SYRUP** 16 FL. OZ. JUG **31¢**

**-BAKERY FEATURES at LOBLAWS-**

**SPECIAL! LOBLAWS KITCHEN PRIDE DUTCH APPLE PIE** 24 OZ. **49¢**

**SPECIAL! TOASTMASTER TEA BISCUITS** PKG. OF 6 **36¢**

**SPECIAL! LOBLAWS MADEIRA CAKE** EACH **39¢**

**SPECIAL! DOMESTIC SALAD OIL 69¢**  
 24 FL. OZ. BOTTLE  
 REGULAR LOBLAW PRICE 79¢