

Loblaws



CONTINUES TO SET THE PACE WITH LOWER FOOD PRICES

SPECIAL! FRESH CHOICE

**CHICKEN LEGS
or BREASTS** LB.

48¢

SPECIAL! LEAN-SOLID MEAT - BONELESS

PORK LOIN ROASTS LB.

89¢

SPECIAL! 3-LB. PKG. or OVER 2¢ PER LB. LESS

MINCED BEEF LB.

55¢

SPECIAL! IMPORTED

LOIN LAMB CHOPS RIB END LB.

55¢

SPECIAL! BURNS RINDLESS
SIDE BACON

1-LB. PKG.
VAC PAC

79¢

SPECIAL! SWIFT'S PREMIUM New Oven Roasting
CORNER BEEF BRISKET LB.

98¢

SPECIAL! HYGRADE

TOURTIERE MEAT PIE 16 OZ. PKG.

69¢

SPECIAL! BUDDIG

SMOKED BEEF 3 3 OZ. PKGS.

1.00

SPECIAL! BOOTH BRAND

OCEAN PERCH FILLETS LB.

37¢

SPECIAL! SMOKED THICK

COD FILLETS LB.

53¢

GARDEN FRESH FROM TEXAS! NO. 1 GRADE! CRISP & GREEN!

CABBAGE SIZE 24
APPROX. 2 LB. AVERAGE

EA

19¢

FROM FLORIDA! NO. 1 GRADE! CRISP & CRUNCHY! SIZE 30

CELERY STALKS EACH

EA

19¢

FROM CALIFORNIA! LARGE SIZE 88

SUNKIST

NAVEL ORANGES DOZ.

79¢

BRITISH COLUMBIA'S FINEST! EXTRA FANCY

GOLDEN GRADE! LARGE SIZE 72

DELICIOUS APPLES FOR

5 59¢

KRAFT DINNERS

CAMPBELL'S
TOMATO SOUP

ALL POPULAR BRANDS
CIGARETTES

GRAULATED
SUGAR

2 7 1/4 OZ. PKGS. 29¢

2 10 FL. OZ. TINS 25¢

REGULAR SIZE 200'S CARTON **4 21¢**

KING SIZE 200'S CARTON **4 31¢**

5 LB. BAG **47¢**

10 LB. BAG **93¢**

HILDA'S COLUMN



Lower prices are really important, as Loblaws discovered several months ago from its Consumer Survey. That's when we immediately launched our continuing "New Look" program of lower prices.

But my mother says that lower prices alone will not help some of the shoppers she sees in supermarkets because they don't know how to shop wisely for the family table.

To help these shoppers, many of the community colleges in Ontario are sponsoring evening courses in consumer education. For example, a new ten-week course in "Consumer Education In Meat" begins tonight at 7 p.m. at George Brown Community College in Toronto (21 Nassau Street—no stairs to climb). Its organizer, Arthur Buck, says that shoppers would make better purchases if they knew what to buy in the first place.

I heartily recommend Mr. Buck's interesting, informative and demonstrated lectures.

Hilda Wilson

P.S. Any community college that does not have a consumer education course will be happy to start one—all you have to do is ask for it—and you should.

CANADA FIRST GRADE

BUTTER APPLE GROVE 1 LB. PRINT **68¢**

HEINZ OR GERBER'S STRAINED

BABY FOODS 4 4 3/4 OZ. JARS **53¢**

SPECIAL! SOVEREIGN FANCY RED SOCKEYE

SALMON 7 3/4 OZ. TIN **57¢**

CARNATION

EVAP. MILK 2 16 OZ. TINS **33¢**

FANCY WHOLE KERNEL

NIBLETS CORN 12 FL. OZ. TIN **21¢**

SONNET COLOURED

MARGARINE 1 LB. PARCH. PKG. **15¢**

SPECIAL! SEALD-SWEET FROZEN

ORANGE JUICE 2 6 1/4 FL. OZ. TINS **37¢** 2 12 1/2 FL. OZ. TINS **33¢**

SPECIAL! CUDNEY CHOICE ONTARIO HALVES

PEACHES 3 19 FL. OZ. TINS **1 00** EACH 34¢

SPECIAL! DETERGENT POWDER

TIDE XK KING SIZE PKG. **1.79**

LOBLAWS COTTAGE BRAND

BREAD 24 OZ. LOAF **21¢**

SALAD DRESSING

MIRACLE WHIP 32 FL. OZ. JAR **59¢**

SPECIAL! LOBLAWS KITCHEN PRIDE

RAISIN PIE 24 OZ. **39¢**

ALPINE CLUB

CANNED DRINKS CASE OF 24'S **1 67** EACH 7¢