

Loblaws "Guaranteed Special" Rain Check
THIS IS YOUR "INSURANCE POLICY" THAT YOU WILL ALWAYS GET LOBLAW SPECIALS AT THE ADVERTISED PRICE.

Sometimes excessive demand on an advertised item causes a store to be temporarily "out-of-stock". However, Loblaws will always make good with a "Rain Check". It entitles you to purchase the "special" at the advertised price when stocks are replenished (usually within 10 days). To get your "Rain Check" just ask your Loblaws store manager.

Loblaws

PRICES EFFECTIVE UNTIL JUNE 7 GEORGETOWN ONLY
 WE RESERVE THE RIGHT TO LIMIT QUANTITIES

FROM FLORIDA! REFRESHING WARM WEATHER FAVOURITE!	GARDEN FRESH FROM FLORIDA! NO. 1 GRADE! FINEST QUALITY!
WATERMELONS	TOMATOES
17 POUND AVERAGE	CELLO PACKAGE
88¢	29¢
EACH	

SPECIAL! ALWAYS TENDER PRESSED CANADA A GRADE
FRESH FRYING or ROASTING CHICKENS **29¢**
 LIMIT 3 PER CUSTOMER
 2 1/2 TO 3-LB. AVERAGE LB.

SPECIAL!
COOKED PORK SHOULDERS PICNIC STYLE **55¢**
 LB.

SPECIAL! MARY MILES BRAND RINDLESS SIDE BACON 1-LB. PKG. VAC PAC	79¢	SPECIAL! MARY MILES BRAND WIENERS 1-LB. PKG. VAC PAC	53¢
SPECIAL! RUPERT BRAND COOKED FISH CAKES 24-OZ. PKG.	69¢	SPECIAL! FRESH OCEAN PERCH FILLETS LB.	49¢
IMPORTED BONELESS LAMB LEGS LB.	85¢	FRESH CHICKEN-in-a-BASKET LB.	39¢
SWIFT'S PRESSED CANADA A GRADE BUTTERBALL TURKEYS UNDER 10 LBS. LB.	45¢	CHOICE CALVES LIVER SLICED LB.	1.19
IMPORTED LOIN LAMB CHOPS RIB END LB.	47¢	ALORO BRAND PIZZA PIES ONE 11-OZ. PEPPERONI AND ONE 9-OZ. CHEESE BOTH FOR	89¢
SHOPS'S PEPPERONI BULK LB.	89¢	CHOICE BOLOGNA BY THE PIECE LB.	37¢
HYGRADE BRAND VARIETY PAK COOKED MEATS 6-OZ. PKG.	49¢	SHOPS'S SWEET PICKLED CORNED BEEF BRISKET VAC PAC LB.	85¢

SPECIAL!
MAXWELL HOUSE COFFEE 1 LB. BAG **69¢**

SPECIAL! TASTY TREAT 6 FLAVOURS
ICE CREAM 1/2 GALLON CARTON **79¢**

SPECIAL! AYLMER FANCY
TOMATO JUICE 48 FL. OZ. TIN **27¢**

SPECIAL! SUNFRESH
SKIM MILK POWDER 3 LB. POLY BAG **89¢**

SPECIAL! ROYAL STEWART
GINGER ALE 30 FL. OZ. BOTTLE PLUS DEPOSIT **11¢**

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

SPECIAL!
VIVA BEANS WITH PORK IN TOMATO SAUCE 14 FL. OZ. TIN **12¢**

SPECIAL! LOBLAWS
TEA BAGS THRIFTY CUP 100'S POLY BAG **59¢**

SPECIAL! COLOURED
MOM'S MARGARINE 1 LB. PARCH. PKG. **15¢**

SPECIAL! BERRYLAND FARM FANCY FROZEN
SLICED STRAWBERRIES 15 OZ. PKG. **39¢**

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

SPECIAL! CRESCENT PROCESS PLAIN
CHEESE SLICES 3 8 OZ. SINGLES PKGS. **1 00**

SPECIAL! CULVERHOUSE CHOICE SMALL
POTATOES WHOLE WHITE 6 19 FL. OZ. TINS **1 00**

LOBLAWS-FRESHLY ROASTED
TWO CUP COFFEE 1 LB. BAG **59¢**

SPECIAL! CUDNEY CHOICE HALVES
PEACHES 3 19 FL. OZ. TINS **1 00**

SPECIAL! QUAKER
MUFFETS 15 1/2 OZ. PKG. **37¢**

SPECIAL! AYLMER CHOICE
TOMATOES 4 19 FL. OZ. TINS **1 00**

HILDA'S COLUMN

Here are a few quotes from the mailbox:

Dear Hilda:
 I have often wondered how many people actually take the time to write to you; and what good does it do them?
 Curious

Dear Curious:
 More than you think—and they aren't just "curious" either. Every week I receive dozens of letters and every week dozens of customers receive letters or phone calls from me or a supervisor or even from the president himself, Mr. Weinstein.

Dear Hilda:
 My ladies group meets every Wednesday. Why don't you offer to come speak to us?
 V.P.

Dear Vice:
 Why don't you invite me? I may learn something from you.

Dear Hilda:
 Sometimes the manager of my Loblaws is cooperative and sometimes he acts like he couldn't care less.
 Neglected

Dear Neglected:
 His wife probably has the same complaint! But I'm sure you will agree that he—and in fact, all Loblaws managers—are just about the most helpful people in any supermarket.

Hilda Weinstein
 Director of Consumer Relations

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.