

Love those BIG savings at Loblaw's

PRICES EFFECTIVE UNTIL CLOSING AUGUST 9 GEORGETOWN ONLY.

Loblaw's SPECIAL CHOICE **BLADE ROASTS** **SHORT RIB ROASTS** **BLADE BONE OUT** **69¢** LB.

SPECIAL CHOICE **CROSS CUT RIB ROASTS** **72¢** LB. SPECIAL CHOICE **CHUCK STEAKS** **79¢** LB. SPECIAL CHOICE ROASTS **BONELESS SHOULDER** **69¢** LB.

SPECIAL! **SWEET PICKLED COTTAGE ROLLS** **72¢** VAC PAC LB. SPECIAL! PENNYWISE **BEEF BURGERS** **69¢** 1-LB. PKG.

FROM THE TROPICS! DELICIOUS & NUTRITIOUS!

BANANAS

LARGE SIZE **12¢**

POUND

CALIFORNIA'S FINEST! SUGAR SWEET! SALMON FLESH

CANTALOUPE **4 89¢** LARGE SIZE

SPECIAL! FRESH **COD FILLETS** **59¢** LB. HYGRADE **"Belitalia" SALAMI** **45¢** 6-OZ. PKG.

MINCED CHUCK BEEF **79¢** LB. HIGHLINER BRAND **COD FILLETS** **45¢** INDIVIDUAL WRAP 14-OZ. PKG.

Butterball TURKEYS **49¢** UNDER 10 LBS. CHOICE **BOLOGNA** **42¢** BY THE PIECE

SCHNEIDERS **LIVER & BACON, BRAUNSCHWEIGER or SANDWICH SPREAD ROLLS** **33¢** 8-OZ. EACH IMPORTED **Boneless LAMB LEGS** **89¢** LB.

HYGRADE **"Belitalia" Mortadella** **45¢** 6-OZ. PKG. IMPORTED **LOIN LAMB CHOPS** **49¢** RIB END LB.

SPECIAL! UNIVERSAL OR OCEAN SPRAY RED

SOCKEYE SALMON

49¢ 7 1/2 OZ. TIN

SPECIAL! ALPINE CLUB

CANNED DRINKS

1.65 10 FL. OZ. 24 TIN CASE EACH 7c

SPECIAL! ROYAL ASSORTED FLAVOURS

JELLY POWDERS

8¢ 3 OZ. PKG.

SPECIAL! TOMATO OR VEGETABLE

AYLMER SOUPS

11¢ 10 FL. OZ. TIN

SPECIAL! ASSORTED COLOURS

WHITE SWAN TOILET TISSUE **49¢** 4 ROLL PKG.

SPECIAL! WETHEY'S PURE

ORANGE MARMALADE **39¢** 24 FL. OZ. JAR

SPECIAL! ALLEN'S ASSORTED FLAVOURS

FRUIT DRINKS

3 1.00 48 FL. OZ. TINS EACH 34c

SPECIAL! MODERNE ALL COLOURS

FACIAL TISSUES

25¢ 360'S BOX

THRIFTY CUP

TEA BAGS

59¢ 100'S POLY BAG

SPECIAL! PRIDE OF ARABIA

INSTANT COFFEE

79¢ 6 OZ. JAR

SPECIAL! CARNATION

COFFEE-MATE **1.19** 18 OZ. JAR

SPECIAL! GOLDEN SEAS LIGHT MEAT

CHUNK TUNA **29¢** 6 1/2 OZ. TIN

AQUA NET SUPER OR REGULAR

HAIR SPRAY **77¢** 14 OZ. AEROSOL TIN

SPECIAL! BURNS

SPORK **49¢** 12 OZ. TIN

SPECIAL! GENERAL MILLS

CHEERIOS **49¢** 15 OZ. PKG.

SPECIAL! FANCY FROZEN

M'CAIN PEAS **39¢** 2 -LB. POLY BAG

DEL MONTE

PINEAPPLE JUICE

2 69¢ 48 FL. OZ. TINS

SPECIAL! LOBLAW'S KITCHEN PRIDE

CHERRY PIE

49¢ LARGE 24 OZ. SIZE

NATURE'S BEST CHOICE

PEAS

15¢ 14 FL. OZ. TIN

Dear Hilda

This thought crops up in letters I receive each week:

Dear Hilda:

"Tonight I will be shopping at Loblaw's for the 6th time. We are a family of four and I was very concerned with my past grocery bills. I am pleased to report that, after shopping carefully, I have spent less and actually have been able to save!"

This is exactly why many new customers keep coming back to Loblaw's—and, incidentally, why so many "old-timers" remain loyal.

To spend less and save—without sacrificing good nutrition—should be the goal of every careful shopper.

Hilda Wilson

Director of Consumer Relations for Loblaw's

If you have a shopping problem, a suggestion or a complaint, Hilda wants to hear from you. Write to her at Loblaw Groceries Co., Ltd., 545 Lake Shore Blvd. West, Toronto.