



PRICES EFFECTIVE UNTIL CLOSING AUGUST 16  
WE RESERVE THE RIGHT TO LIMIT QUANTITIES  
GEORGETOWN ONLY

# HERE'S WHY!

THOUSANDS  
MORE EACH WEEK ARE  
SHOPPING AT

# Loblaws

VALUABLE COUPON  
5th WEEK  
AUG. 11  
THROUGH AUG. 16  
5  
GOOD FOR ONE 11 x 14  
FAMOUS ART REPRODUCTION  
**FREE**  
WITH ANY PURCHASE OF \$5.00 OR MORE  
WHEN YOU PRESENT THIS COUPON AT YOUR  
LOBLAWS PARTICIPATING MARKET.

**UNQUESTIONABLE  
QUALITY!**

**GREATER TOTAL  
SAVINGS!**

**STORE WIDE LOW  
PRICES PLUS  
WEEKLY SPECIALS.**

SPECIAL! REGULAR GRIND  
**MAXWELL HOUSE  
COFFEE** 1-LB. BAG **75¢**

SPECIAL! TASTY TREAT  
**ICE  
CREAM** PINT BRICK **19¢**

SPECIAL! RED SOCKEYE  
**SOVEREIGN  
SALMON** 7 1/4 OZ. TIN **58¢**

SPECIAL! CUDNEY FROZEN  
**WHITE or PINK  
LEMONADE** 6 1/4 FL. OZ. TIN **9¢**

SPECIAL! CHOICE  
**STEAKS  
ROASTS**

-RED or BLUE BRAND BEEF-  
1ST. 5 RIBS SHORT CUT  
**PRIME  
RIB  
ROASTS** LB. **95¢**  
IDEAL FOR BARBECUING  
**PRIME  
RIB  
STEAKS** LB. **1.05**

SPECIAL! IN CHOPS  
1/4 PORK LOIN LB. **82¢**  
SPECIAL! THICK SMOKED  
COD FILLETS LB. **65¢**  
CHOICE BEEF  
BRAISING RIBS LB. **65¢**  
IMPORTED IDEAL FOR BARBECUING  
Boneless Lamb Fronts LB. **59¢**  
SWIFT'S PRESSED CANADA 'A' GRADE  
UNDER 16 LBS. TURKEYS LB. **49¢**

SPECIAL! BURNS RINDLESS  
SIDE BACON 1-LB. PKG. VAC PAC **85¢**  
Minced CHUCK BEEF LB. **79¢**  
SHOPY'S  
POTATO SALAD 24-OZ. EACH **59¢**  
BURNS SLICED  
PIZZA GRILLITS, BEER  
SAUSAGE or PASTRAMI 6-OZ. PKG. EACH **39¢**  
SLICED  
COOKED HAM 6-OZ. PKG. VAC PAC EA. **65¢**

SPECIAL! BURNS  
WIENERS 1-LB. PKG. VAC PAC **59¢**  
BUDDIG  
Smoked BEEF 3 3-OZ. PKGS. **1.00**  
SIENA BRAND  
SALAMETTI LB. **1.09**  
BOOTH BRAND  
SOLE FILLETS 1-LB. PKG. **65¢**  
HIGHLINER BRAND COOKED  
COD KRUNCHIES 10-OZ. PKG. **57¢**

ONTARIO GROWN! NO. 1 GRADE! FLUFFY WHITE COOKERS! NEW CROP!  
**POTATOES** 10 POUND BAG **53¢**

ONTARIO GROWN! NO. 1 GRADE! FULL SWEET KERNELS  
**CORN-on-the-COB** DOZEN **39¢**

FROM SOUTH AFRICA! SWEET & JUICY! SEEDLESS!  
**NAVEL ORANGES** LARGE SIZE DOZEN **69¢**

SPECIAL! F.B.I. ORANGE or GRAPE  
**DRINKS** 3 48 FL. OZ. TINS **1.00** EACH 34¢

SPECIAL! MODERNE ALL COLOURS  
**BATHROOM  
TISSUE** 4 2 ROLL PKGS. **1.00** EACH 25¢

SPECIAL! VIVA  
**SPAGHETTI or  
MACARONI** 1-LB. BAG **29¢**

SPECIAL! VALLEY FARMS CHOICE FROZEN  
**FRENCH  
FRIED POTATOES** 9 OZ. PKG. **10¢**

SPECIAL! KELLOGG'S  
**CORN  
FLAKES** 16 OZ. PKG. **39¢**


SPECIAL! LIQUID BLEACH DEAL PACK  
**JAVEX** 128 FL. OZ. BTLE. **69¢**

**FREE!**  
FAMILY TICKETS TO  
**Canadia**  
AT LOBLAWS  
Canadia ... A TOP NIAGARA FALLS  
ATTRACTION  
Pick-up your FREE Canadia family ticket at Loblaws this week. Canadia is a thrilling 11 acre park in Niagara Falls featuring in miniature: Castles, Indian Villages, Forts, Speeding Trains, Sailing Ships, Bridges, Canals, Historic and Modern Buildings. Hurry! Your free Loblaws family ticket is valid to August 24th.

SPECIAL! GERBER STRAINED-ALL MEATLESS VARIETIES  
**BABY FOODS** 6 4 1/4 FL. OZ. JARS **79¢**

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

*Dear Hilda*



I often receive letters from customers wanting to know why some prices have gone up lately. I hope my comments shed light on the subject for all of you.

Dear Hilda:  
"I've been a Loblaws shopper all my life and your courteous staff and quality products will keep me loyal. But it seems that prices are on the rise these days."

Prices are going up everywhere (not only in supermarkets) and there's a reason for it. The cost of manufacturing, packaging and distributing has risen at all levels and in the food business that means the grower, the processor, the wholesaler and the retailer. At Loblaws, we try to keep our prices as low as possible at all times and only change when it is economically impossible to do otherwise.

If you want to hold the line on your food budget, here's a tip:

- Shop carefully—never hurry
- Buy only what you can afford—with an eye on nutritional values
- Watch for weekly specials.

*Hilda Wilson*  
DIRECTOR OF CONSUMER RELATIONS FOR LOBLAWS

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