

**GET THE MOST FOR YOUR MONEY  
GET THE BEST FOR YOUR FAMILY**



Don't Forget to Use Your Loblaw FREE Tickets To CANADIA Before AUG. 24th

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

PRICES EFFECTIVE UNTIL CLOSING AUG. 23rd

# Loblaws

SPECIAL! MRS. LUKE'S WITH PECTIN  
**STRAWBERRY OR RASPBERRY JAM** 24 FL. OZ. JAR **39¢**

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

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

SPECIAL!  
**HEINZ KETCHUP** 15 FL. OZ. BOTTLE **29¢**

SPECIAL!  
**LAUNDRY DETERGENT EXPLORE** 5 LB. BAG **89¢**

SPECIAL! CHOICE  
**FRESH CHICKEN LEGS** WHOLE OR **BREASTS** WHOLE OR SPLIT **55¢ LB.**

SPECIAL! SWIFTS SUGAR PLUM, FULLY SKINNED, MINIMUM FAT, SHANK OFF  
**COOKED SMOKED HAMS** WHOLE OR HALF **79¢**

SPECIAL! SWIFTS PREMIUM  
**WIENERS** 1-LB. PKG. VAC PAC **59¢**

**MINCED BEEF** **65¢**

IMPORTED **BONELESS LAMB LEGS** **89¢**

SPECIAL! PENNYWISE  
**BEEF BURGERS** 1-LB. PKG. **69¢**

SHOPSYS GENUINE PICKLED  
**CORNED BEEF** **98¢**

BRISKEY  
**HIGHLINER BRAND Cooked Cod-in-Batter** 1-LB. PKG. **49¢**

SPECIAL! SWIFTS LAZY MAPLE  
**RINDLESS SIDE BACON** 1-LB. PKG. VAC PAC **89¢**

SPECIAL! FRESH  
**COD FILLETS** **59¢**

ALORO BRAND PEPPERONI  
**PIZZA** 2 11-OZ. PKGS. **98¢**

SCHNEIDERS Assorted Pak Sliced  
**COOKED MEATS** 10-OZ. PKG. VAC PAC **65¢**

Swifts Processed Canada A Grade  
**BUTTERBALL TURKEYS** UNDER 10 LBS. 1A **49¢**

SWIFTS PREMIUM  
**HEAT 'N' EAT SAUSAGE** 12-OZ. PKG. **83¢**

SCHNEIDERS  
**POLISH SAUSAGE** COIL 1L **89¢**

FROM THE TROPICS! DELICIOUS AND NUTRITIOUS!  
**BANANAS** POUND **12¢**

FROM CALIFORNIA! SWEET EATING! LUSCIOUS FLAVOURFUL  
**HONEY DEW MELONS** LARGE SIZE EACH **39¢**

FROM CALIFORNIA! NO. 1 GRADE! BARTLETT VARIETY!  
**FRESH PEARS** 7 FOR **45¢**

SPECIAL! LOBLAWS  
**WHITE VINEGAR** 128 FL. OZ. BOTTLE **69¢**

SPECIAL! LOBLAWS MILD COLOURED  
**CHEDDAR CHEESE** LB. **71¢**

SPECIAL! FANCY ASSORTED TENDER BIG or MEDIUM SMALL PEAS CREAM STYLE  
CORN or KITCHEN SLICED GREEN or WAX BEANS  
**GREEN GIANT VEGETABLES** 5 10 FL. OZ. TINS **79¢**

SPECIAL! CAPRI ASSORTED COLOURS  
**TOILET TISSUE** 2 4 ROLL PKGS. **89¢**

SPECIAL! CUDNEY FROZEN  
**ORANGE JUICE** 12½ FL. OZ. TIN **35¢**

SPECIAL! KELLOGG'S  
**RICE KRISPIES** 17 OZ. PKG. **49¢**

SPECIAL! GOLDEN ACRES FROZEN  
**MEAT DINNERS** 11 OZ. PKG. **49¢**

SPECIAL! TRUMPET  
**INSTANT COFFEE** 10 OZ. JAR **99¢**

VALUABLE COUPON  
6th WEEK AUG. 18 THROUGH AUG. 23  
GOOD FOR ONE 16 x 20 FAMOUS ART REPRODUCTION  
**FREE**  
WITH ANY PURCHASE OF \$5.00 OR MORE WHEN YOU PRESENT THIS COUPON AT YOUR LOBLAWS PARTICIPATING MARKET.



*Dear Hilda*  
If the words "Thank You for Shopping at Loblaw's" ring a familiar bell, it's because that's what you've been hearing in our stores lately.

Why are we thanking you? Because you are the most important part of our organization.

- You deserve the best service we can give.
- You tell us what you want so that we can serve you better.
- Your continued patronage and loyalty keeps our business improving.

When you hear "Thank You" from all the staff at Loblaw's—we're saying thank you because we mean it.

*Hilda Wilson*  
Director of Consumer Relations For Loblaw

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.