

**FOURTH
BIG WEEK!**

Loblaws

PRICES EFFECTIVE UNTIL CLOSING SEPT. 30
GEORGETOWN

WE RESERVE THE RIGHT TO LIMIT QUANTITIES
TO REASONABLE FAMILY REQUIREMENTS

"Thank You" Sale!

ONTARIO GROWN NO. 1 GRADE! NEW CROP!
POTATOES
10 POUND BAG **37¢**

PRODUCE OF U.S.A. LARGE SIZE! SWEET EATING FREESTONE!
FRESH PLUMS NO. 1 GRADE 2 POUNDS **49¢**
FROM NORTH CAROLINA! FANCY GRADE! CRISP & JUICY!
RED DELICIOUS APPLES LARGE SIZE 100'S **49¢**
PRODUCE OF U.S.A. NO. 1 GRADE! SWEET JUICY BARTLETT
PEARS 7 FOR **47¢**

SPECIAL! LIBBY'S FANCY
TOMATO JUICE 48 FL. OZ. TIN **25¢**

SPECIAL! LANCIA
MACARONI OR SPAGHETTI 2 LB. POLIO PKG. **38¢**

SPECIAL! CHOICE -RED OR BLUE BRAND BEEF-
STEAKS OR ROASTS
PRIME RIB STEAKS LB. **95¢** **PRIME RIB ROASTS** LB. **85¢**
1 st. 5 RIBS SHORT CUT
SPECIAL! SWIFFS SUGAR PLUM FULLY SKINNED MINIMUM FAT, SHANK OFF
COOKED SMOKED HAMS WHOLE OR HALF LB. **79¢**
SPECIAL! Swift's Lazy Maple Rindless **SIDE BACON** 1-LB. PER VAC PAC **89¢** **SPECIAL! FRESH Haddock Fillets** LB. **79¢**

CHICKEN
Beef Braising Ribs **59¢**
SWIFF'S PREMIUM WIENERS 1-LB. PER VAC PAC **59¢**
SWIFF'S PREMIUM SWISS Macaroni & Cheese Loaf, Pickle & Pimento Loaf, Luncheon Roll or Bologna **29¢**
Swift's Premium Canada A Grade BUTTERBALL TURKEYS **48¢**
SWIFF'S SALAMI **2-69¢**
Mixed Chuck Beef **79¢**
Swift's Brand Hamlet & Chisel LAKE SMELTS **35¢**

SPECIAL! WITH CHEESE AND TOMATO SAUCE
LIBBY'S SPAGHETTI 28 FL. OZ. TIN **29¢**
SPECIAL! ALL COLOURS-WHITE SWAN
FACIAL TISSUE 3 360'S PKGS. **100¢** EACH 34¢
SPECIAL! KELLOGG'S
SPECIAL K CEREAL 15 OZ. PKG. **59¢**
SPECIAL!
KAM LUNCHEON MEAT 12 OZ. SQUARE TIN **49¢**
SPECIAL! ALL VARIETIES-FROZEN
MORTON DINNERS 11 OZ. PKG. **59¢**
SPECIAL! KITCHEN PRIDE
APPLE PIE LARGE 24 OZ. SIZE **39¢**
VIVA IN TOMATO SAUCE
BEANS WITH PORK 2 14 FL. OZ. TINS **29¢**

SPECIAL! PRIDE OF ARABIA
INSTANT COFFEE 10 OZ. JAR **123**
SPECIAL! BETTY CROCKER WHITE, DEVILS FOOD OR SOUR CREAM CHOCOLATE
CAKE MIXES 2 19 OZ. PKGS. **79¢**
SPECIAL! ALL COLOURS-WHITE SWAN
TOILET TISSUE 4 ROLL PKG. **59¢**
EVAPORATED
CARNATION MILK 2 16 OZ. TINS **33¢**
VIVA CHOICE PEELED
PLUM TOMATOES 28 FL. OZ. TIN **29¢**
LOBLAWS MAJESTIC
WHITE SLICED BREAD 24 OZ. LOAF **21¢**
SPECIAL! GOLDEN ACRES FROZEN
FANCY PEAS 2 LB. POLY BAG **39¢**

SPECIAL! ALL FLAVOURS
JELL-O JELLY POWDERS
3 OZ. PKG. **10¢**

SPECIAL! DEL MONTE
PINEAPPLE JUICE
3 48 FL. OZ. TINS **100** EACH 34¢

SPECIAL! 8¢ OFF DEAL
JAVEX LIQUID BLEACH
64 FL. OZ. BOTTLE **39¢**

Dear Hilda

"Thank you for coming to address our Council... your talk was most informative and interesting. We enjoyed it thoroughly."

Christian Business and Professional Women, Hamilton

I, too, enjoyed meeting this group and also its sister organization earlier this summer. In fact, last night I was in Hamilton again, this time speaking to a group of career girls in the National Secretaries Association. They shop too. Thanks to all of you for your wonderful hospitality.

Just a tip when you write me:
• please mention the location of the Loblaws store in which you shop.

• please make sure your name and address are on your letter. You don't need to worry—I won't use your name in print unless you give me permission. But I do want to know where to mail my answer.

And one more tip: If your local service organization is planning an event that needs publicizing, why not make a little sign or notice and give it to the Manager for our window or bulletin board? You'll find us very cooperative.

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.