



# Loblaws Meat

## The GREATEST

**LOBLAWS MEAT—THE GREATEST!** That's a pretty powerful statement. We make it for several reasons. For example, it's important to realize that Government Grade alone doesn't always make beef a good value. It takes more than that. It takes careful ageing and trimming, otherwise you can wind up with something less than a bargain. There's no one fussier than Loblaws when it comes to ageing and trimming meat the right way. And that "fussiness" is reflected even in the exacting standard of leanness you will find in our minced beef products. Another reason we say **LOBLAWS MEAT—THE GREATEST** is because we dare to make you a better meat shopper so you can get better value and more pleasure from your meat meals.

Read Hilda's Column (below) and find out how.

SPECIAL CHOICE **BLADE** BLADE BONE OUT ROASTS or **SHORT RIB** ROASTS **69¢** LB.

-RED OR BLUE BRAND BEEF-

- SPECIAL CHOICE **CROSS CUT RIB ROASTS** ..... LB. **79¢**
- SPECIAL CHOICE **CHUCK STEAKS** ..... LB. **79¢**
- SPECIAL CHOICE **Boneless Shoulder ROASTS** ..... LB. **79¢**
- SPECIAL **MINCED CHUCK BEEF** ..... LB. **79¢**
- SPECIAL **SWEET PICKLED COTTAGE ROLLS** ..... VAC PAC LB. **75¢**
- SPECIAL FEARMANS **PORK SAUSAGE** SMALL LINK BULK ..... LB. **55¢**
- SPECIAL MARY MILES BRAND **RINDLESS SIDE BACON** ..... 1-LB. PKG. VAC PAC **95¢**
- SPECIAL MARY MILES BRAND **WIENERS** ..... 1-LB. PKG. VAC PAC **55¢**
- SPECIAL BRITISH COLUMBIA PINK **SALMON** HALVES ..... LB. **89¢**
- SPECIAL FRESH **COD FILLETS** ..... LB. **69¢**

FROM FLORIDA! NOW AT THEIR BEST! FULL OF JUICE!

**RED or WHITE GRAPEFRUIT** **8 FOR 59¢**

FROM CALIFORNIA! GARDEN FRESH! YOUNG & TENDER!

**GREEN TOP CARROTS** **2 LARGE BUNCHES 35¢**

ONTARIO GROWN! FANCY GRADE! ALL PURPOSE FAVOURITE!

**MCINTOSH APPLES** **FOUR QT. BASKET 69¢**

PRODUCE OF U.S.A.! NO 1 GRADE! CRISP - CRUNCHY!

**CELERY STALKS** **LARGE SIZE EACH 29¢**

- LOBLAW SPECIAL! KELLOGG'S **CORN FLAKES** **16 OZ. PKG. 39¢**
- LOBLAW SPECIAL! 10¢ OFF DEAL MOTHER PARKER'S **TEA BAGS** **60'S PKG. 65¢**
- LOBLAW SPECIAL! ALL COLOURS VANITY **TOILET TISSUE** **2 ROLL PKG. 29¢**
- LOBLAW SPECIAL! KRAFT SMOOTH OR CRUNCHY **PEANUT BUTTER** **18 OZ. JAR 63¢**
- LOBLAW SPECIAL! **QUAKER MUFFETS** **15 1/2 OZ. PKG. 39¢**
- LOBLAW SPECIAL! ALL VARIETIES GOLDEN ACRES **FROZEN DINNERS** **11 OZ. PKG. 53¢**

TABU ONE SIZE FITS ALL - 4 DIFFERENT COLOURS

**PANTY HOSE** **PAIR 88¢**

LOBLAW SPECIAL! HEINZ **TOMATO KETCHUP**

**2 45¢**

11 FL. OZ. BOTTLES

LOBLAW SPECIAL! WALKER'S **SALTINES**

**33¢**

1 LB. BOX

LOBLAW SPECIAL! HEINZ STRAINED ALL MEATLESS VARIETIES **BABY FOODS**

**6 79¢**

4 3/4 OZ. JARS

LOBLAW SPECIAL! ANYMER CHOICE ASSORTED PEAS, CREAM STYLE CORN, CUT GREEN OR WAX BEANS **VEGETABLES**

**7 \$1.00**

10 FL. OZ. TINS EACH 15¢

LOBLAW SPECIAL! 25¢ OFF DEAL **TIDE POWDERED DETERGENT**

**\$1.49**

KING SIZE PKG.

LOBLAW SPECIAL! KITCHEN PRIDE **APPLE PIE**

**39¢**

LARGE 24 OZ. SIZE

LOBLAW SPECIAL! ALL COLOURS WHITE SWAN **FACIAL TISSUE**

**4 \$1.00**

360'S BOXES EACH 25¢

**HILDA'S COLUMN**

I try always to see myself in your life as a helpful person. When I don't know the answers to your questions, you know that I make it my business to find someone who does. Recently many of you have been writing asking me about meat purchases, meat preparation, freezing and so forth. Our new slogan "LOBLAWS MEAT—THE GREATEST" gives me the perfect opportunity to be helpful to you in a factual way. I contacted all the experts at Loblaws and together we have come up with a Series of helpful facts for you to take home and keep. Beginning this week and for several weeks to come, all our Loblaws shoppers can help themselves to our "Take One" Bulletin discussing the facts about the most important part of your weekly shopping—MEAT. Naturally, you'll find them at the meat counter. I hope you will enjoy and profit from our newest offering in friendly, helpful service. These Bulletins are designed especially for you—to make you a better meat shopper. I think they will go well with our statement—"LOBLAWS MEAT—THE GREATEST".



*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 Groceterias Co., Ltd., 545 Lake Shore Blvd. West, Toronto.