

Loblaws Meat

The GREATEST



THIS WILL HELP
 You probably can use all the help you can get when it comes to meat shopping. If that's the case, then Loblaws is your kind of store. Each week our meat department features a different free leaflet containing professional advice on how to buy and prepare beef. The subjects include: braising ribs, round steak, sirloin, prime rib, minced beef, and flank steak. There are even tips on how to serve a better breakfast. It's all part of our campaign to make you a better meat shopper.

- LOBLAW SPECIAL! GERBER STRAINED ALL MEATLESS VARIETIES
BABY FOODS 6 4 1/2 OZ. JARS **79¢**
- LOBLAW SPECIAL! 10c OFF DEAL CHOCOLATE DRINK
NESTLE'S QUIK 2 LB. TIN **79¢**
- LOBLAW SPECIAL! 15c OFF DEAL MOTHER PARKER'S ORANGE PEKOE 90'S PKG.
TEA BAGS **89¢**
- LOBLAW SPECIAL! FANCY FROZEN SLICED
CUDNEY STRAWBERRIES 2 15 OZ. PKGS. **89¢**
- LOBLAW SPECIAL! 6 FLAVOURS TASTY TREAT
ICE CREAM 1/2 GAL CARTON **79¢**
- LOBLAW FEATURE! SHIELD
SALAD DRESSING 32 FL. OZ. JAR **49¢**
- LOBLAW SPECIAL! AYLMER CHOICE ASSORTED PEAS, CREAM CORN, CUT GREEN OR WAX BEANS
VEGETABLES 5 14 FL. OZ. TINS. EACH 20c **1.00**

- SPECIAL! CHOICE -RED OR BLUE BRAND BEEF-**
- STEAKS or ROASTS**
 - BONELESS ROUND** 99¢ **SIRLOIN, WING or PORTERHOUSE** 1.09
 - COOKED SMOKED HAMS** WHOLE or HALF 89¢
 - Corned Beef Brisket** 95¢
 - MEAT PIES** 99¢
 - SPECIAL! HYGRADE STEAK, CHICKEN or PETITES TOURTIERE** 99¢
 - SPECIAL! SIBMA BRAND MORTADELLA CHUBS** 75¢
 - SPECIAL! IMPORTED SMOKED KIPPERS** 45¢
 - Pork SAUSAGE** 65¢
 - SPECIAL! VANCOUVER BRAND SUPER GARLIC SAUSAGE RINGS** 89¢
 - SPECIAL! OCEAN MAID BRAND INDIVIDUALLY FROZEN SOLE FILLETS** 98¢
 - SPECIAL! FRESH HADDOCK FILLETS** 99¢

- FROM ARIZONA! NO. 1 GRADE! CRISP TENDER! LARGE 24's**
- # LETTUCE 17¢
- FROM TEXAS LARGE SIZE! BROCCOLI BUNCH 39¢**
- NEW CROP! FROM ISRAEL! GOOD SIZE! JAFFA ORANGES DOZEN 59¢**
- ONTARIO GROWN! FANCY GRADE! McINTOSH APPLES FOUR QUART BASKET 69¢**

- LOBLAW SPECIAL! FRESHLY GROUND PRIDE OF ARABIA
- COFFEE** 3 LB. BAG 2.43 1 LB. BAG **83¢**
 - LOBLAW SPECIAL! GARDEN CREAMS, P.F. ASSORTED, BOURBON OR FRUIT CREAMS
PEEK FREN BISCUIITS 3 8 OZ. PKGS. **1.00** EACH 34c
 - LOBLAW SPECIAL! TASTER'S CHOICE FREEZE- DRIED
INSTANT COFFEE 4 OZ. JAR **1.09**
 - LOBLAW SPECIAL! HUNT'S
TOMATO SAUCE 2 14 FL. OZ. TINS **39¢**
 - LOBLAW SPECIAL! GENERAL MILLS
CHEERIOS CEREAL 15 OZ. PKG. **49¢**
 - LOBLAW SPECIAL! BORDEN'S 2% PARTLY SKIMMED
EVAPORATED MILK 2 16 OZ. TINS **27¢**
 - LOBLAW FEATURE! CANADA FIRST GRADE
APPLE GROVE BUTTER 1 LB. PRINT **67¢**
 - LOBLAW SPECIAL! MONARCH HONEY'D BRAN, CORN OR DARK
MUFFIN MIXES 4 12 OZ. POUCH PAKS **1.00** EACH 25c

- LOBLAW SPECIAL! BRIGHT'S CHOICE ONTARIO HALVES
- # PEACHES 4
- 14 FL. OZ. TINS **1.00** EACH 25c
- LOBLAW SPECIAL! 27c OFF DEAL POWDERED DETERGENT
- # DRIVE
- KING SIZE PKG. **1.49**

A MESSAGE FROM THE CONSUMERS' ASSOCIATION OF CANADA - FOR CONSUMER WEEK

The Consumers' Association of Canada is delighted to be invited to tell its story in this, the very first guest column.

Here is evidence that consumers and retailers can and do develop constructive contacts. This kind of co-operation, during Consumer Week in Canada, March 1st-7th, is very encouraging, and we hope the day will soon come when similar exchanges with Governments, producers, trade and industry will be the rule.

We in the Consumers' Association of Canada exist to inform and represent you, the Consumer. In so doing we try to point up your responsibility to the economy as a whole. We also examine consumer problems and make recommendations for their solution wherever and whenever the need arises. In addition, we have an excellent Consumer Information Program which is available to Canadians everywhere. Our Association is non-political, non-sectarian and non-profit. If you would like to learn more about us, please write for a free brochure to CAC, 100 Gloucester St., Ottawa 4 Ontario.

Memberships are welcome. Serving Canadians for 23 years.

CONSUMERS COUNT WITH CAC!

Dr. H. E. English, Acting President, Consumers' Association of Canada.