

SHOP MAXI-SAVE! COME OUT AHEAD



MRS. J. OWEN, WILLOWDALE, ONTARIO, CAME TO LOBLAWS AND SHE CAME OUT AHEAD.

Commenting on Loblaw's new MAXI SAVE DEEP CUT prices, Mrs. Owen says, "They're terrific! I notice prices have come down on just about everything. There's a terrific saving in the meat department and the green grocery prices are down quite a bit. I can't say how much I'll save in dollars and cents because this is my first time here since the new prices came into effect but I do think I'll save quite a bit. I'm really glad about this because Loblaw's is my favorite store for shopping—I've always bought my meat here anyway because I think Loblaw's have always had the best cuts of meat—but now, comparing Loblaw's new prices with the other stores, I can come here and save on all my shopping...and that's nice because I really do prefer LOBLAWS—they've got the quality and variety I like."

SUPER BUYS	
CHOICE Fresh Chicken LEGS Whole or Split 45¢	FULLY SKINNED MINIMUM FAT SHANK OFF Swift's Sugar Plum COOKED SMOKED HAMS WHOLE, HALF OR QUARTERS 69¢
SUPER BUY CHICKEN in a BASKET 34¢	SUPER BUY QUARTER PORK LOIN IN CHOPS 67¢
SUPER BUY SIDE BACON 62¢	SUPER BUY ROAST BEEF 4 87¢

CHOICE CHUCK STEAKS SHOPY'S SMOKED PICKLED—FOR OVEN ROASTING 65¢	* RED OR BLUE BRAND BEEF * CORNED BEEF BRISKET 98¢
CHOICE PRIME RIB ROASTS 1ST 3 RIBS SHORT CUT 85¢	* RED OR BLUE BRAND BEEF * IMPORTED SHOULDER LAMB CHOPS 37¢
MINCED CHUCK BEEF BLUE WATER BRAND COOKED 49¢	PENNYWISE BEEF Steakettes 1 LB. PKG. 68¢
SCHNEIDERS POLISH SAUSAGE COIL 85¢	SWIFT'S PREMIUM WIENERS 1 LB. PKG. VAC PAC 54¢
6X BRAND SLICED Assorted Cooked Meats 89¢	MAXI-SAVE FOR GREY CUP PARTIES SCHNEIDERS LIVER & BACON SANDWICH SPREAD ROLLS 9 OZ. EACH 35¢
	ALORO BRAND ONE 11 OZ. PEPPERONI AND ONE PIZZA PIES 9 OZ. CHEESE BOTH FOR 89¢

DEEP CUT PRICES EVERYDAY, ANY DAY

DRIVE DETERGENT KING SIZE PKG.	175
TIDE XK KING SIZE PKG.	165
POWER PLUS LIQUID DETERGENT 24 FL. OZ. BOTTLE	38¢
LIQUID LAUNDRY GLIDE STARCH 44 FL. OZ. BOTTLE	55¢
NIAGARA LAUNDRY SPRAY STARCH 22 OZ. AEROSOL TIN	79¢
NU FLUFF FABRIC SOFTENER 128 FL. OZ. BOTTLE	99¢

SUPER BUY

BRIGHT'S CHOICE ONTARIO HALVES OR SLICED
PEACHES
14 FL. OZ. TIN
22¢

POWER PLUS LIQUID BLEACH 128 FL. OZ. BOTTLE	55¢
LUX TOILET SOAP 3'S BOX	45¢
CREST TOOTHPASTE FAMILY SIZE TUBE	68¢
BEEHIVE GOLDEN CORN SYRUP 2 LB. TIN	40¢
WELCH'S PRUNE NECTAR 24 FL. OZ. BOTTLE	38¢
WITH PORK LIBBY'S BEANS 2 14 FL. OZ. TINS	37¢
CHOICE GARDEN AYLNER PEAS 14 FL. OZ. TIN	17¢
CHOICE CREAM STYLE AYLNER CORN 18 FL. OZ. TIN	20¢
DEL MONTE STEWED TOMATOES 19 FL. OZ. TIN	29¢

DEEP CUT PRICES EVERYDAY, ANY DAY

MAXI-SAVE LOBLAWS MAJESTIC SLICED
WHITE BREAD
24 OZ. PKG.
19¢

LIBBY'S FANCY TOMATO JUICE 48 FL. OZ. TIN	32¢
OAKLEAF MANDARIN ORANGES 10 FL. OZ. TIN	24¢
PRIDE OF JAMAICA GRAPEFRUIT SEGMENTS 19 FL. OZ. TIN	31¢
DOLE SLICED HAWAIIAN PINEAPPLE 19 FL. OZ. TIN	33¢
CHOICE RED PITTED BRIGHT'S CHERRIES 14 FL. OZ. TIN	29¢
POWER PLUS POLY GARBAGE BAGS 10'S PKG.	49¢
9-LIVES CAT FOOD 6 OZ. TIN	18¢
WHISTLE DOG or CAT FOOD 15 OZ. TIN	10¢
REGULAR MILKBONE DOG BISCUITS 1 LB. PKG.	37¢

SUPER BUY

RASPBERRY OR STRAWBERRY WITH PECTIN
NIAGARA KIST JAM
24 FL. OZ. JAR
43¢

GRANNY'S BUTTER TARTS
PKG. OF 12
78¢

DEEP CUT PRICES EVERYDAY, ANY DAY

KRAFT PROCESS VELVEETA CHEESE 8 OZ. PKG.	43¢
KRAFT PROCESS PLAIN OR PIMENTO CHEEZ WHIZ 8 OZ. JAR	38¢
COUNTRY LAKE 100% VEGETABLE OR SOFT MARGARINE 1 LB. TUB	39¢
LOBLAWS RICH DARK FRUIT CAKE 1 LB. PKG.	69¢
FANCY FROZEN KERNEL NIBLETS CORN 2 LB. BAG	54¢
OMAR FARM CHOICE FROZEN PEAS 2 LB. BAG	39¢

SUPER BUY

GENERAL ELECTRIC 'BEST BUY' LIGHT BULBS
25, 40, 60, 100, 150 WATT 2'S PKG.
33¢

EGGO FROZEN WAFFLES 13 OZ. PKG.	2 59¢
CUDNEY FROM CONCENTRATE APPLE JUICE 48 FL. OZ. TIN	23¢
SCOTIAN GOLD FANCY APPLE SAUCE 19 FL. OZ. TINS	2 35¢
12" x 50 FT. SARAN WRAP ROLL	32¢
TOMATO HEINZ KETCHUP 18 FL. OZ. BOTTLE	30¢
MAXWELL HOUSE INSTANT COFFEE 8 OZ. JAR	1 11

SUPER BUY

BETTY CROCKER, ALL VARIETIES
CAKE MIXES
PKG.
39¢

SUPER BUY

MORTON FROZEN
CREAM PIES
3 14 OZ. PKGS.
1.00

SUPER BUY

COLGATE TOOTHPASTE
GIANT SIZE TUBE
47¢

SUPER BUY

IN TOMATO SAUCE
HEINZ SPAGHETTI
19 FL. OZ. TIN
19¢

SUPER BUY

PRIMO
MACARONI or SPAGHETTI
2 LB. BAG
39¢

SUPER BUY

BIRD'S EYE FROZEN ORANGE DRINK
AWAKE
12 FL. OZ. TIN
27¢

WE RESERVE THE RIGHT TO LIMIT QUANTITIES TO REASONABLE FAMILY REQUIREMENTS