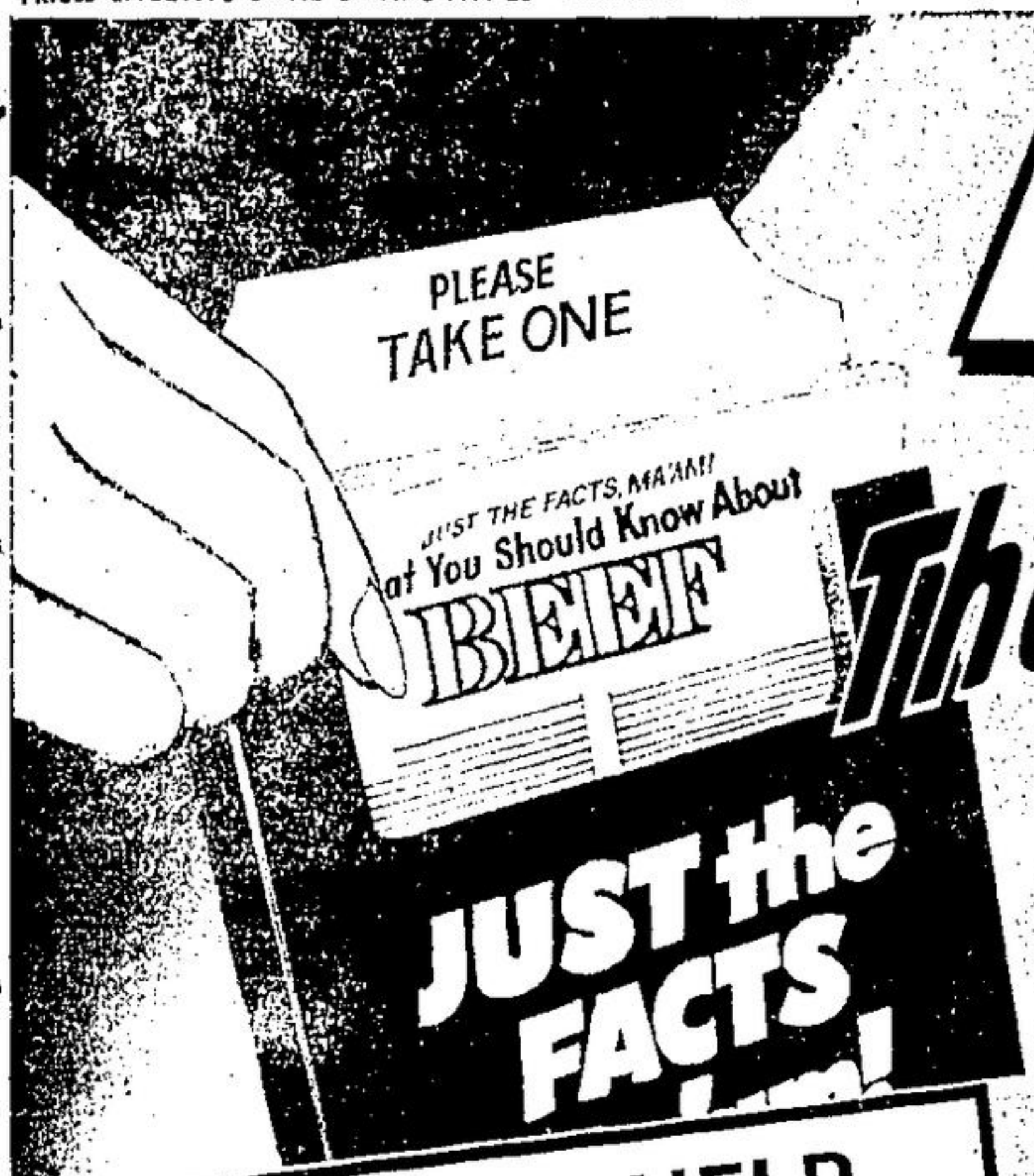


# Loblaws Meat

## 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.

-RED OR BLUE BRAND BEEF-

SPECIAL! CHOICE

**STEAKS or ROASTS**  
**BONELESS ROUND** 99¢  
 BOTTOM or FULL SLICE LB.  
**SIRLOIN, WING or PORTERHOUSE** 1.09 LB.

SPECIAL! SWIFT'S SUGAR PLUM FULLY SKINNED, MINIMUM FAT, SHANK OFF  
**COOKED SMOKED HAMS** 89¢  
 WHOLE or HALF LB.

SPECIAL! SWIFT'S Premium Oven Roasting  
**Corned Beef Brisket** 95¢  
 SPECIAL! 3 LITTLE PIG  
**Pork SAUSAGE** 65¢  
 SPECIAL! HYGRADE STEAK, CHICKEN or PETITES TOURTIERE  
**MEAT PIES** 99¢  
 SPECIAL! VANCOUVER BRAND SUPER GARLIC  
**SAUSAGE RINGS** 89¢  
 SPECIAL! SIENA BRAND MORTADELLA CHUBS LB. 75¢  
 SPECIAL! OCEAN MAID BRAND INDIVIDUALLY FROZEN  
**SOLE FILLETS** 98¢  
 SPECIAL! IMPORTED  
**SMOKED KIPPERS** 45¢  
 SPECIAL! FRESH  
**HADDOCK FILLETS** 99¢

FROM ARIZONA! NO. 1 GRADE! CRISP TENDER! LARGE 24's

**LETTUCE** 17¢  
 EACH

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 BISCUITS** 3 8 OZ. PKGS. 1.00 EACH 34¢

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. PINT 67¢

LOBLAW SPECIAL! MONARCH HOHY'D BRAN, CORN OR DARK  
**MUFFIN MIXES** 4 12 OZ. POUCH PAKS 1.00 EACH 25¢

LOBLAW SPECIAL! BRIGHT'S CHOICE ONTARIO HALVES  
**PEACHES** 4 14 FL. OZ. TINS 1.00 EACH 25¢

LOBLAW SPECIAL! 27¢ OFF DEAL POWDERED DETERGENT  
**DRIVE** KING SIZE PKG. 1.49

LOBLAW SPECIAL! GERBER STRAINED ALL MEATLESS VARIETIES  
**BABY FOODS** 6 4 1/2 OZ. JARS 79¢

LOBLAW SPECIAL! 10¢ OFF DEAL CHOCOLATE DRINK  
**NESTLE'S QUIK** 2 LB. TIN 79¢


LOBLAW SPECIAL! 15¢ 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 1.00 EACH 20¢



**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.