

# 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 <b>Fresh Chicken</b> LEGS Whole or BREASTS Whole or Split	FULLY SKINNED, MINIMUM FAT SHANK OFF <b>Swift's Sugar Plum</b> COOKED SMOKED <b>HAMS</b> WHOLE HALF OR QUARTERS
<b>45¢</b> LB	<b>69¢</b> LB
SUPER BUY FRESH <b>CHICKEN in</b> a BASKET <b>34¢</b> LB	SUPER BUY <b>QUARTER</b> PORK LOIN IN CHOPS <b>67¢</b> LB
SUPER BUY SAFETY SLAZZY MAPLE P. HOLESS <b>SIDE BACON</b> <b>62¢</b> LB PKG 4 C PAC	SUPER BUY SCORPS S <b>ROAST BEEF</b> <b>4 87¢</b> 2 OZ PKGS

CHOICE <b>CHUCK STEAKS</b> SHOPS'Y'S SMOKED PICKLED—FOR OVEN ROASTING	RED OR BLUE BRAND BEEF <b>65¢</b> LB
<b>CORNED BEEF BRISKET</b>	<b>98¢</b> LB
CHOICE <b>PRIME ROASTS</b> IMPORTED SHOULDER	RED OR BLUE BRAND BEEF 1ST 5 RIBS SHORT CUT <b>85¢</b> LB
<b>LAMB CHOPS</b>	<b>37¢</b> LB
<b>MINCED CHUCK BEEF</b>	PENNYWISE <b>69¢</b> LB
<b>FISH FRIES</b>	BLUE WATER BRAND-COOKED 8 OZ. PKG. <b>49¢</b>
<b>POLISH SAUSAGE</b>	SCHNEIDERS COL. LB. <b>85¢</b>
<b>Assorted Cooked Meats</b>	MAXI-SAVE FOR GREY CUP PARTIES SCHNEIDERS LIVER & BACON, BRAUNTSCHWENGER or SANDWICH SPREAD ROLLS 6 OZ. EACH <b>35¢</b>
	ALORO BRAND ONE 11 OZ. PEPPERONI AND ONE PIZZA 8 OZ. CHEESE DOZEN FOR <b>89¢</b>

### DEEP CUT PRICES EVERYDAY, ANY DAY

<b>DRIVE DETERGENT</b>	KING SIZE PKG.	<b>175</b>
<b>TIDE XK</b>	KING SIZE PKG.	<b>165</b>
<b>POWER PLUS LIQUID DETERGENT</b>	34 FL. OZ. BOTTLE	<b>38¢</b>
<b>LIQUID LAUNDRY GLIDE STARCH</b>	64 FL. OZ. BOTTLE	<b>55¢</b>
<b>NIAGARA LAUNDRY SPRAY STARCH</b>	22 OZ. AEROSOL TIN	<b>79¢</b>
<b>MU FLUFF FABRIC SOFTENER</b>	128 FL. OZ. BOTTLE	<b>99¢</b>

### SUPER BUY

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

<b>POWER PLUS LIQUID BLEACH</b>	128 FL. OZ. BOTTLE	<b>55¢</b>
<b>LUX TOILET SOAP</b>	3 1/2 BOX	<b>45¢</b>
<b>CREST TOOTH PASTE</b>	FAMILY SIZE TUBE	<b>68¢</b>
<b>BEEHIVE GOLDEN CORN SYRUP</b>	2 LB. TIN	<b>40¢</b>
<b>WELCH'S PRUNE NECTAR</b>	24 FL. OZ. BOTTLE	<b>38¢</b>
<b>WITH PORK LIBBY'S BEANS</b>	2 14 FL. OZ. TINS	<b>37¢</b>
<b>CHOICE GARDEN AYLMER PEAS</b>	14 FL. OZ. TIN	<b>17¢</b>
<b>CHOICE CREAM STYLE AYLMER CORN</b>	18 FL. OZ. TIN	<b>20¢</b>
<b>DEL MONTE STEWED TOMATOES</b>	18 FL. OZ. TIN	<b>29¢</b>

### DEEP CUT PRICES EVERYDAY, ANY DAY

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

<b>LIBBY'S FANCY TOMATO JUICE</b>	48 FL. OZ. TIN	<b>32¢</b>
<b>OAKLEAF MANDARIN ORANGES</b>	10 FL. OZ. TIN	<b>24¢</b>
<b>PRIDE OF JAMAICA GRAPEFRUIT SEGMENTS</b>	16 FL. OZ. TIN	<b>31¢</b>
<b>DOLE SLICED HAWAIIAN PINEAPPLE</b>	16 FL. OZ. TIN	<b>33¢</b>
<b>CHOICE RED PITTED BRIGHT'S CHERRIES</b>	14 FL. OZ. TIN	<b>29¢</b>
<b>POWER PLUS POLY GARBAGE BAGS</b>	10 PKG.	<b>49¢</b>
<b>9-LIVES CAT FOOD</b>	6 OZ. TIN	<b>18¢</b>
<b>WHISTLE DOG or CAT FOOD</b>	18 OZ. TIN	<b>10¢</b>
<b>REGULAR MILK BONE DOG BISCUITS</b>	1 LB. PKG.	<b>37¢</b>

### 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

<b>KRAFT PROCESS VELVEETA CHEESE</b>	6 OZ. PKG.	<b>43¢</b>
<b>KRAFT PROCESS PLAIN OR PINEATO CHEEZ WHIZ</b>	6 OZ. JAR	<b>38¢</b>
<b>COUNTRY LAMB 100% VEGETABLE OIL SOFT MARGARINE</b>	1 LB. TUB	<b>39¢</b>
<b>LOBLAWS RICH DARK FRUIT CAKE</b>	1 LB. PKG.	<b>69¢</b>
<b>FANCY FROZEN KERNEL NIBLET CORN</b>	2 LB. BAG	<b>54¢</b>
<b>OMAR FARM CHOICE FROZEN PEAS</b>	2 LB. BAG	<b>39¢</b>

### SUPER BUY

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

<b>EGG FROZEN WAFFLES</b>	2 13 OZ. PKGS.	<b>59¢</b>
<b>CUDNEY FROM CONCENTRATE APPLE JUICE</b>	48 FL. OZ. TIN	<b>23¢</b>
<b>SCOTIAN GOLD FANCY APPLE SAUCE</b>	2 19 FL. OZ. TINS	<b>35¢</b>
<b>12" x 50 FT. SARAN WRAP</b>	ROLL	<b>32¢</b>
<b>TOMATO HEINZ KETCHUP</b>	151 FL. OZ. BOTTLE	<b>30¢</b>
<b>MAXWELL HOUSE INSTANT COFFEE</b>	6 OZ. JAR	<b>11</b>

(WE RESERVE THE RIGHT TO LIMIT QUANTITIES TO REASONABLE FAMILY REQUIREMENTS)

### 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 TOOTH PASTE**  
GIANT SIZE TUBE  
**47¢**

### SUPER BUY

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

### SUPER BUY

PRIMO  
**MACARONI or SPAGHETTI**  
2 LB. BAG  
**39¢**

### SUPER BUY

BIRDS EYE FROZEN ORANGE DRINK  
**AWAKE**  
12 FL. OZ. TIN  
**27¢**