

THE LOBLAWS PROMISE.

No. 2 Price and Weekly Specials

For a lot of people, grocery prices are what they see once a week in the newspapers.

In actual fact, that can be very misleading. The prices in the newspaper "weekly specials" may not be indicative of the across-the-store prices.

At Loblaws, we realize that what's important to you are the everyday prices on the wide variety of products you buy every week. That's why we make a point of promising you prices as low, or lower, than our major competition. And that means right across the board.

It's important to you; it's important to us.

Well then, what *about* those weekly specials? Where do they fit into the picture?

At Loblaws we see the weekly specials as a lot more than a come-on to lure people into our stores. We believe these specials say a lot about us.

So we not only plan to have *good* specials. We promise the *best* in weekly specials.

Here's how we make sure they're the best.

Our first criterion is price. Our specials will always have the best price. Otherwise, what's the use in calling it "special?"

Secondly, we refuse to use the specials to unload inferior goods. You can rely on our specials being high-quality brands. And when you put that quality together with the lowest price around, you're automatically guaranteed an outstanding value.

Another factor in the selection is that we offer a good variety. For instance, we always have meat specials, produce specials, and so on — throughout the store.

Our specials are also selected with an eye to your everyday needs. We try to make sure our specials are things that would normally appear on your weekly shopping list, or items you would use at a particular time of year — for instance, turkeys at Thanksgiving and Christmas specials.

So you can see, at Loblaws we take our Weekly Specials seriously.

And we think that makes us just a little bit special, too.

The logo for Loblaws, featuring a stylized 'L' symbol to the left of the word 'Loblaws' in a bold, sans-serif font.

More than the price is right.