

Are we keeping our promises?

You tell us.

For some time now, Loblaws has been promising you things, a variety of things, in a variety of ways. In this newspaper, on television, on the radio, even on outdoor signs, we've been making you promises in twelve specific areas.

Those promises are statements of the way Loblaws intends to do business... and pledges of service to you, our valued customer.

Because Loblaws is only human, we know we may have fallen down on a thing or two in your eyes from time to time. But one thing's sure. All the Loblaws

people have been *trying* very hard to keep our Loblaws promises.

Now we'd like you to tell us how we're doing. To make that easy, we've installed suggestion boxes at the exits in every Loblaws store. Look for "The Loblaws Promises. Are we keeping them?" box.

Will you fill out the questionnaire provided at any suggestion box next time you're in your favourite Loblaws store?

We're out to make Loblaws the place *you* most like to shop. And that's a promise.


More than the price is right.