

COMPETITIVE PRICES TODAY AND ALWAYS!

**Proof.
Proof.
Proof.
Proof.**

Loblaws has done more than talk about having competitive prices—we've proved it. Here's how:

1 First, we took Canada's Food Guide. We used it to create a nutritionally balanced menu for a family of four. We then shopped that menu in ten different areas around the province. We did it three consecutive shopping weeks. The firm of chartered accountants who monitored this survey can tell you the results better than we can: "Loblaws prices are essentially the same as their major competitors." Proof. It was a news item. But it raised a few eyebrows among our competitors' customers.

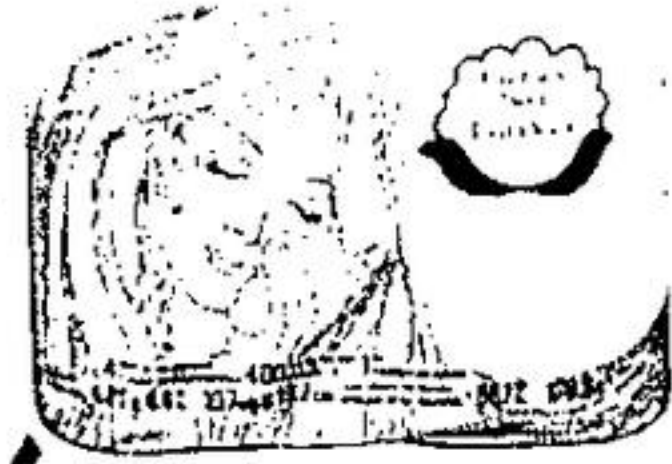
2 So that's what we took a look at next. We got a number of our major competitor's shoppers. Women who believed Loblaws prices were higher. We asked them to shop Loblaws using their regular shopping list. You know what they found? They found Loblaws prices very competitive with what they were used to. Some even found they saved a few dollars. Proof again.

3 Next we asked a firm of chartered accountants to review our prices against those of our major competitor. They found more than 2800 comparable items. We were lower on some. Our competitor on others. But the overwhelming majority—over 2200 items—were identically priced. Proof.

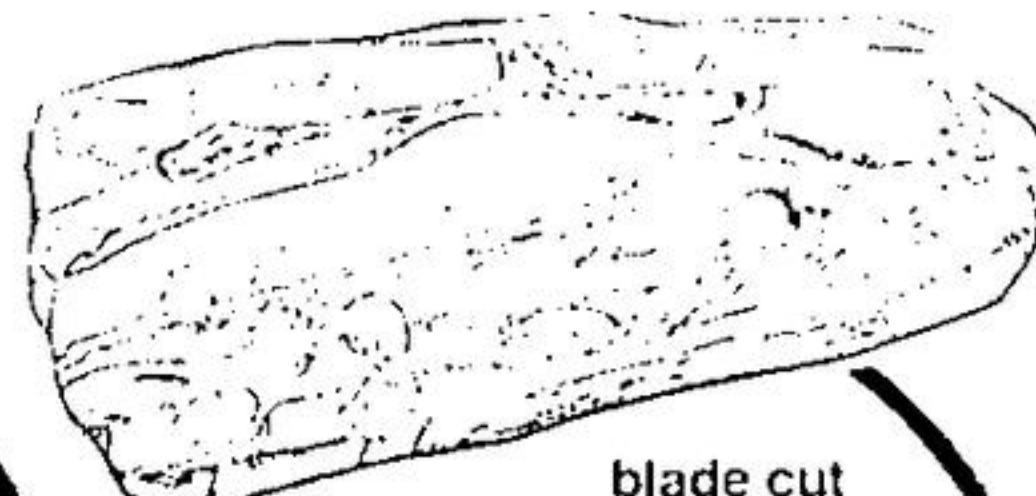
4 Loblaws prices are competitive. Today. Tomorrow. Always. That's our policy. A policy we're committed to live by. From head office down to the check-out counters. And that's probably the strongest proof we can offer. We're willing to put that commitment on the line. Week in, Week out. The fact is all major supermarket prices are pretty much the same. But supermarkets are not the same. At Loblaws we offer "more". You'll get competitive prices from us. We thought that went without saying.

But when you come in over to Loblaws, you'll find that More Than the Price is Right.

Cottonelle



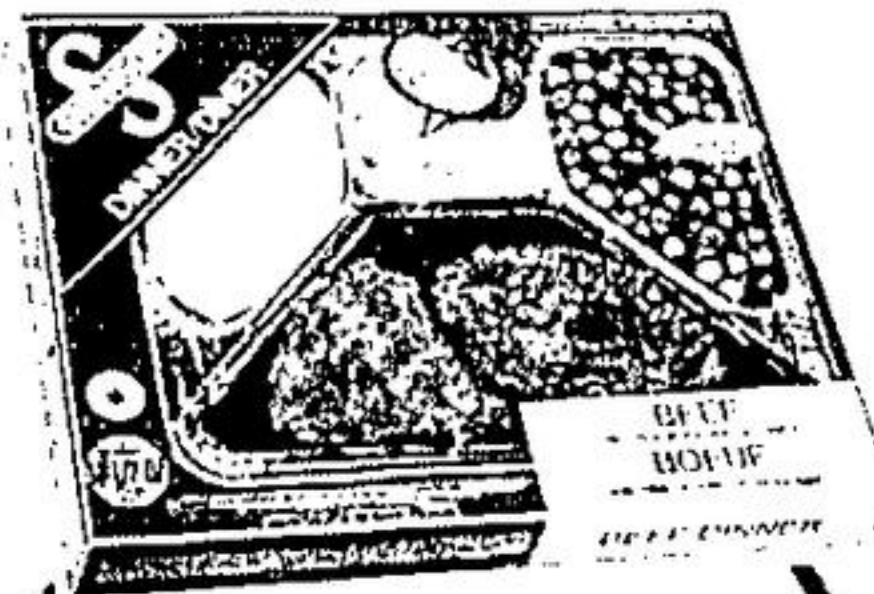
Cottonelle bathroom tissue
95¢
4 roll pkg.
1 ply, white, pink, yellow or green



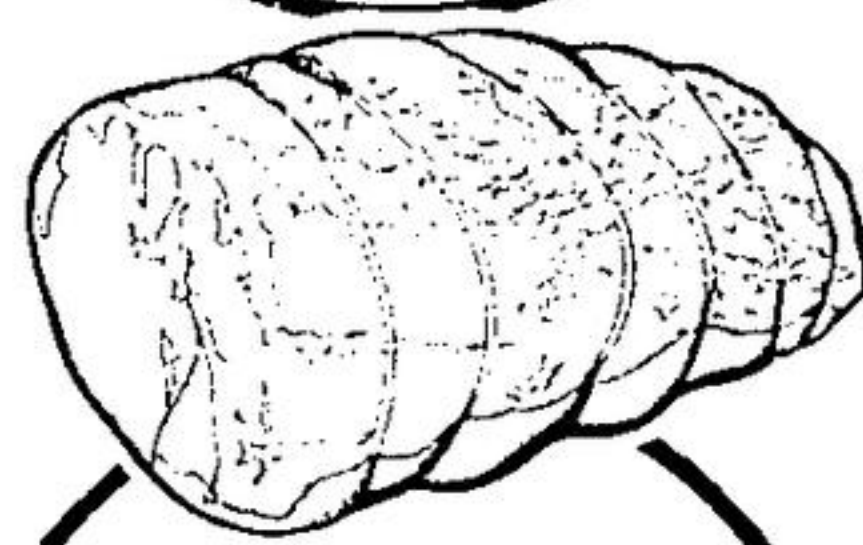
blade cut
78¢
lb.
beef



27%
freshly ground hamburger
68¢
3 lb. pkg. or over



Swanson frozen T.V. dinner
75¢
11 1/2 oz. pkg.
beef, fried chicken or turkey



fresh pork butt roasts
99¢
lb.



fresh pork shoulder roasts
89¢
lb.

LOBLAWS FANCY

Applesauce 14 FL. OZ. TIN

29¢

MAZOLA

corn oil 64 FL. OZ. BOTTLE

2⁶⁹

LOBLAWS FROZEN FANCY STRAIGHT CUT, CRINKLE CUT OR JULIENNE

french fries 3 1/2 LB. POLY BAG

99¢

BADEN XXX, COLBY OR BRICK

cheese 12 OZ. PKG.

1²⁹

HOSTESS

spanish peanuts 8 OZ. CELLO PKG.

39¢

LOBLAWS REGULAR

marshmallows 16 OZ. CELLO BAG

41¢

TWENTY-FOUR 10 FL. OZ. TINS

Coca-Cola or Tab CASE

3²⁸

MCCORMICK'S

snackers 8 OZ. PKG.

59¢

CHRISTIE'S

Bits and Bites 200 G. BOX

69¢

WESTON'S LEMON

jelly rolls 12 OZ. PKG.

69¢

VANISH

toilet bowl cleaner 48 OZ. TIN

99¢

KOTEX, REGULAR OR SUPER

tampons 30'S PKG.

1³⁹

Indian River white grapefruit

large size 27
12¢ each
from Florida! sweet & juicy! thin-skinned

McIntosh apples

43¢ 3 lb. bag
Ontario grown! fancy grade, controlled atmosphere

Nescafe instant coffee

249 10 oz. jar

skinless wieners

78¢ 1 lb. pkg.
Valuplus brand

FRESH "COUNTRY CUT" fryer parts

(FRESH CUTTERS WITH WHOLE BONE) (FRESH CUTTERS WITH WHOLE BONE & MEAT) (14 AND 15 LBS.)
66¢ lb.

PRICES EFFECTIVE TO TUES. APRIL 27 EXCEPT PRODUCE & BAKERY EFFECTIVE TO SAT. APRIL 24. GEORGETOWN ONLY

WE RESERVE THE RIGHT TO LIMIT QUANTITIES.

Loblaws

More than the price is right.®