

# LOBLAWS PRICES ARE COMPETITIVE

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

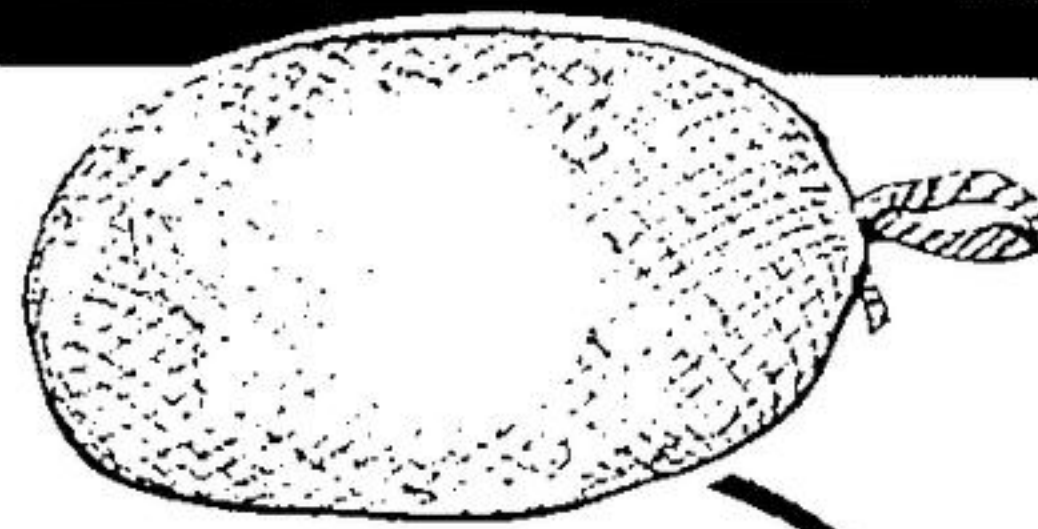
Loblaws has done more than talk about having competitive prices—we've proved it. Here's how:

1. Using Canada's Food Guide, we created a nutritionally balanced menu for a family of four, then shopped that menu in ten different areas for three weeks monitored by an accounting firm. The results — "Loblaws prices are essentially the same as their major competitor."
2. We then took a group of our major competitor's customers, and asked them to shop Loblaws. Quite contrary to what they believed, they found that Loblaws prices were as good as their supermarket.
3. We then asked a firm of chartered accountants to compare, item for item, Loblaws prices with our major competitor. Out of 2,800 comparable items, the overwhelming majority, better than 2,200 were — yes you guessed it — identical.
4. Competitive prices. It's a policy that Loblaws is committed to live by. Today. Tomorrow. Always. And every single week, we put that policy on the line. The fact is, all major supermarket prices are pretty much the same. But all supermarkets are not. At Loblaws, we offer "more". Lots more. So what are you waiting for?

Come on over to Loblaws.



White Swan deluxe bathroom tissue  
**89¢**  
4 roll pkg.  
2 ply, blue/white green/white pink/white gold/white



SEMIBONELESS Swift's Sugar Plum cooked hams  
**156**  
whole lb.  
halves **166** lb.



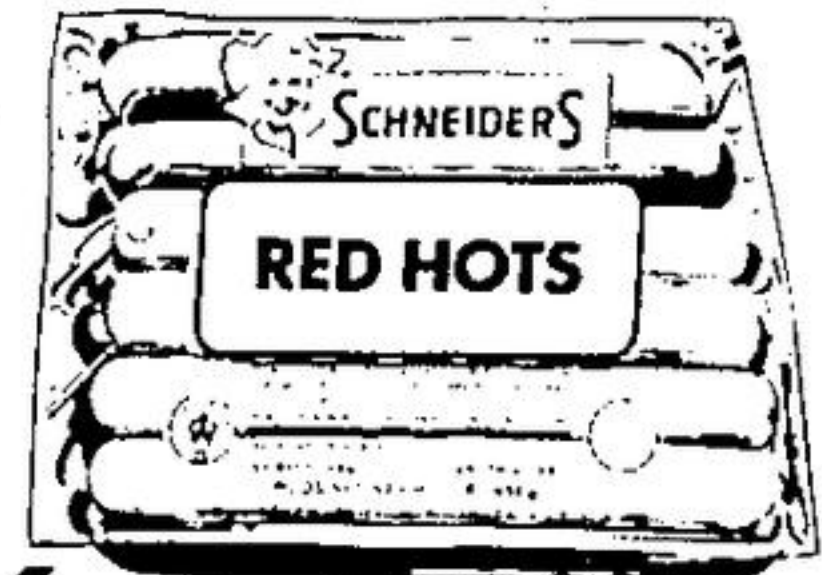
predressed Canada A grade fresh frying or roasting chickens  
**58¢** lb.  
2 1/2 to 3 lb. average



Kraft miracle whip salad dressing  
**59¢**  
16 fl. oz. jar



Tide powdered detergent  
**449**  
10 lb. box



Schneiders wiener red hots  
**88¢**  
1 lb. pkg.

BRAVO MEAT spaghetti sauce 14 FL. OZ. TIN	<b>49¢</b>	SCHNEIDERS or COUNTRY MAPLE sliced side bacon 1 LB. PKG.	<b>169</b>
ALL SHAPES lancia pasta 2 LB. CELLO PKG.	<b>73¢</b>	ZIGGYS BONELESS COOKED smoked dinner hams	<b>208</b> LB.
BRAVO tomato paste 5 1/2 FL. OZ. TIN	<b>23</b>	LOBLAWS BEEF AND PORK breakfast sausage TRAY PAC LB.	<b>123</b>
REGULAR OR DIET pepsi-cola 24 - 10 FL. OZ. TINS CASE	<b>348</b>	FRESHLY GROUND ground beef FAT CONTENT 20% or LESS	<b>88¢</b> LB.
SNYDER'S FROZEN FANCY GREEN OR WAX cut beans 2 LB. BAG	<b>59¢</b>	SCHNEIDERS FROZEN beef patties 2 LB. PKG.	<b>198</b>
LOBLAWS INSTANT skim milk powder 3 LB. BOX	<b>179</b>	LOBLAWS sliced bologna 1 LB. PKG.	<b>98¢</b>
Loblaws refrigerated, unsweetened from concentrate orange juice 64 FL. OZ. BOTTLE	<b>79¢</b>	ZIGGYS sliced bierwurst 6 OZ. PKG.	<b>82¢</b>
FANTASTIK WITH SPRAYER spray cleaner 24 FL. OZ. PLASTIC BOTTLE	<b>99¢</b>	BLUE WATER BRAND-FROZEN cooked fish portions THRIFT PAC 32 OZ. PKG.	<b>188</b>

Frostsicles  
**99¢**  
12's pkg.  
(2 fl. oz.)

Loblaws crispy ice wafers  
**59¢**  
8 oz. cello pkg.  
assorted or vanilla

fresh strawberries  
**66¢**  
quart box  
from California! sweet & luscious, plump red, ripe!

fresh broccoli  
**38¢**  
large bunch  
produce of U.S.A.! fresh & tender! serve hot with lemon sauce!

Kellogg's special K cereal  
**99¢**  
15 oz. pkg.

Skippy creamy peanut butter  
**78¢**  
16 oz. jar

Dare biscuits  
**99¢**  
16 oz. bag  
cinnamon danish or chocolate fudge

PRICES EFFECTIVE TO TUES. MAY 11 EXCEPT PRODUCE & BAKERY PRICES EFFECTIVE TO SAT. MAY 8. GEORGETOWN ONLY

WE RESERVE THE RIGHT TO LIMIT QUANTITIES.

# Loblaws

More than the price is right.