

we'll pay you
double
the
difference

**Here's proof of Loblaws commitment
to low prices**

"If you find lower prices overall at any other major supermarket chain in Ontario this week, Loblaws will pay you double the difference.

First shop Loblaws. Buy 25 different items, totalling \$20.00 or more. Then compare prices on the same items at any other major supermarket.

If their total is lower, bring your itemized Loblaws receipt and the other market's prices to Loblaws store manager and we'll pay you double the difference, in cash!

Loblaws, low prices you can believe in . . . and a lot more"

David Nichol,
President

Loblaws

