

switch to Loblaws and take the no-name challenge

try any one of our 300
no-name products and if
you're not convinced that
it's the best value in
Ontario-Loblaws will give
you a similar national
brand of your choice...

absolutely free*

Recently the Globe & Mail published a survey comparing generic prices with those of leading nationally branded products. The Globe & Mail concluded:

"In February, 1978, an independent research team found national brands were 35% to 40% more expensive than generics. Earlier this month, this newspaper's survey of three grocery chains found that national brands are 40% to 45% dearer on average."

The enormous savings available to you through generic products were **further illustrated** by a recent CTV news broadcast which reported on a soon to be published study of generic A.S.A. tablets versus nationally branded aspirins. A spokesman for the Canadian Consumer Association, who will publish the study, stated that the survey showed generic A.S.A. tablets were just as effective as national brands that were **as much as five times more expensive than generic A.S.A.**

Are you passing up these huge savings because you've been disappointed in the quality of generic products? **Well, then you haven't been shopping at Loblaws.**

At Loblaws we're so confident of the quality and value of each of our **300** no-name products that we invite you to switch to Loblaws and take our no-name challenge.

*Proof of purchase necessary for refund. Percentage savings will vary depending upon items compared at Loblaws. Offer subject to change without notice.

no-name a sensible solution to rising prices

The Loblaws logo features a stylized 'L' icon on the left, composed of a grid of small squares, followed by the word "Loblaws" in a bold, sans-serif font.