reasons why you should switch to Loblaws

consumer tips from Canada's "Super shopper" plus valuable coupons

66At first, I couldn't believe that Loblaws no-name products could be the same quality as many of the national brands costing as much as 60% more, but I've since changed my mind. Now I buy Loblaws no-name products whenever I can because my family loves them.

A friend once told me that in Europe, a favourite breakfast is a combination of yogurt, granola cereal and pure jam. I tried their nutritious idea using Loblaws no-name products and it has become our family's favourite breakfast. So this week, I asked Loblaws to offer coupons so that your family can try it too. "

Rhonda Maxwell Canada's Super Shopper

notice:

Within the next few weeks Penguin Books Canada Ltd. will be releasing Rhonda Maxwell's new book 'Super Shopping and You.

redeemable only at Loblaws no-name - fruit & nut, 900 g bag granola cereal

everyday low price

with this coupon and \$10. minimum Loblaws purchase (excluding cigarettes and coupon item) limit one cereal coupon per family. Senior Citizens excluded from \$10. minimum purchase upon presentation of Senior Citizen's Privilege Card with coupon.

redeemable only at Loblaws

no-name plain or Neilson VOCIOUTE natural

our everyday low price

with this coupon and \$10. minimum Loblaws purchase (excluding cigarettes and coupon Item) limit one yogourt coupon per family. Senior Citizens excluded from \$10. minimum purchase upon presentation of Senior Citizen's Privilege Card with coupon.

redeemable only at Loblaws

black current, strawberry or raspberry

no-name pure jams 12 fl.

OUL everyday low price

with this coupon and \$10. minimum Lobiaws purchase (excluding cigarettes and coupon Item) limit one jam coupon per family. Senior Citizens excluded from \$10. minimum purchase upon presentation of Senior Citizen's Privilege Card with coupon.

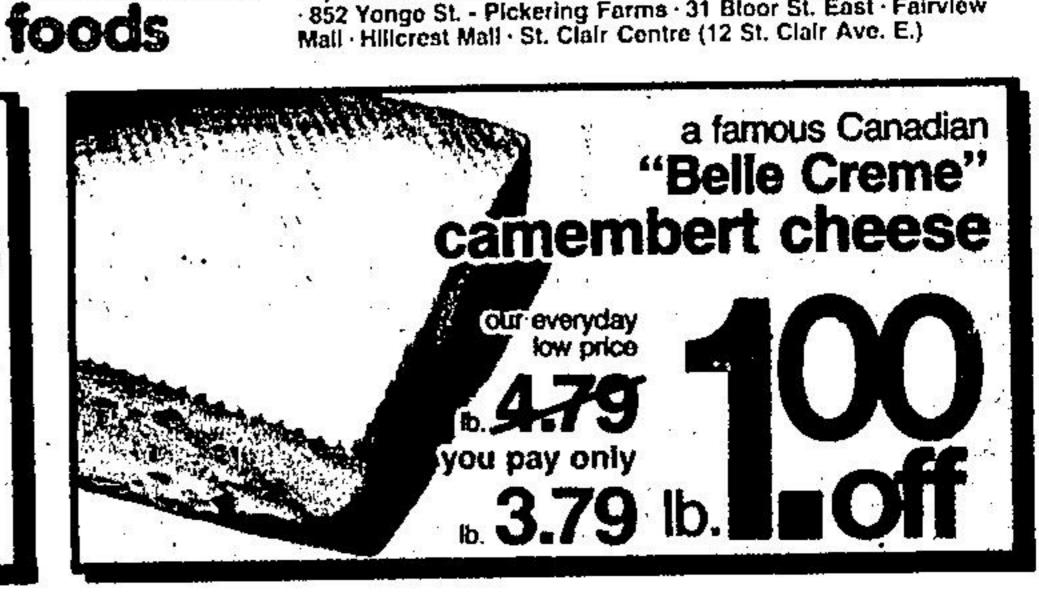
reason

why you should switch to Loblaws

fantastic

in most Loblaws stores and these locations · 852 Yongo St. - Pickering Farms · 31 Bloor St. East · Fairview Mail · Hillcrest Mall · St. Clair Centre (12 St. Clair Ave. E.)

delicious with fried rice dry garlic spare ribs







Advertising Supplement to Barrie Examiner, Belleville Intelligencer, Brampton Guardian, Brantford Expositor, Cobourg Daily Star, Collingwood Enterprise Bulletin, Georgetown Herald, Georgetown Independent, Kingston Whiq-Stanstant, Lindsay Shoppers Market, London Free Press, Oakville Beaver, Oshawa This Week, Owen Sound Sun Times, Peterboro Examiner, Port Hope Guide, St. Cathannes Standard, St. Thomas Times - Journal, Simcoe Reformer, Stratford Beacon Herald, Sudbury Star, Trenton Trentoman, Toronto Star, Wed. Apr. 30, 1980. Prices effective until Tues. May 6, except believy effective until Sat. May 3, 1980. Stores reserve the right to limit quantities.

'Was' prices in this advertisement refer to Loblaws regular selling price.