

reasons
no. 14 & 15
why you should
switch to Loblaws

no. 14 & 15

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

notice:

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



"At 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

redeemable only at Loblaws
no-name - fruit & nut, 900 g bag
granola cereal
.25 off
OUR 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 500 g tub
or Neilson **yogourt**
natural
.25 off
OUR everyday low price
with this coupon and \$10. minimum Loblaws purchase (excluding cigarettes and coupon item) *limit one yogurt 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 currant, strawberry or raspberry
no-name **pure jams** 12 fl. oz. jar
.25 off
OUR everyday low price
with this coupon and \$10. minimum Loblaws 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
no. 16
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ziggys

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

delicious with fried rice
dry garlic spare ribs
2.49 lb.
OUR everyday low price
lb. ~~3.09~~

a famous Canadian
"Belle Creme"
camembert cheese
OUR everyday low price
lb. ~~4.79~~
you pay only
lb. **3.79** lb. **1.00 off**

ziggys sandwich style cooked ham
our everyday low price
lb. ~~3.39~~
you pay only
lb. **2.39** lb. **1.00 off**

a fine smoked sausage with cheese
introducing ...
ziggys fantastic cheesefurters
our everyday low price
lb. ~~2.69~~ lb. **1.99**

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

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