

**ALREADY COME HOME TO LOBLAWS!**

**LOBLAWS**



PRICES EFFECTIVE OCT. 2 TO OCT. 8

MEAT, PRODUCE AND BAKERY PRICES EFFECTIVE OCT 2 TO OCT. 5

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

THE BEST ONE VOLUME ENCYCLOPEDIA SAY LIFE  
**THE COLUMBIA ENCYCLOPEDIA**  
on sale this week **4**  
section

LOBLAWS COTTAGE BRAND WHITE, WHOLE WHEAT or CRACKED WHEAT  
REGULAR or PONY-TAIL WRAP

**BREAD**  
**2** 24 OZ. LOAVES **43¢**

SPECIAL! 1 LB. BAG  
**TWO CUP COFFEE 65¢**

SPECIAL! 3 LB. BAG 2.19  
**PRIDE of ARABIA COFFEE 75¢**  
1 LB. BAG

SPECIAL! KRAFT SMOOTH OR CRUNCHY  
**PEANUT BUTTER 45¢**  
18 OZ. JAR

SPECIAL! AYLMEYER  
**TOMATO SOUP 10¢**  
10 FL. OZ. TIN

SPECIAL! ALL VARIETIES LANCIA  
**MACARONI or SPAGHETTI 39¢**  
2 LB. BAG

SPECIAL! VIVA  
**TOMATO PASTE 2 23¢**  
5 1/2 OZ. TINS

SPECIAL! WALKER'S  
**SALTINES 29¢**  
1 LB. PKG.

SPECIAL! ASSORTED COLOURS CAPRI  
**BATHROOM TISSUE 39¢**  
4 ROLL PKG.

SPECIAL! AUSTRALIAN FANCY CLING HALVES  
**Ardmona Peaches 3 1.00**  
28 FL. OZ. TINS

SPECIAL! BONUS OFFER  
**NESTLE'S QUIK 79¢**  
2-LB. 4-OZ. TIN

SPECIAL! SUNFRESH INSTANT SKIM  
**MILK POWDER 99¢**  
3-LB. BAG

SPECIAL! CREAMETTES  
**MACARONI or SPAGHETTI 11¢**  
PKG.

SPECIAL! CULVERHOUSE CHOICE  
**CREAM CORN 2 37¢**  
19 FL. OZ. TINS

SPECIAL! Y & S  
**LICORICE ALLSORTS 39¢**  
14-OZ. CELLO BAG

SPECIAL! LOTION  
**SWAN DETERGENT 33¢**  
24 FL. OZ. BOTTLE

SPECIAL! ROSE COLOURED  
**MARGARINE 69¢**  
3-LB. CARTON

SPECIAL! ASSORTED FLAVOURS  
**MINUTE BREAKFAST 59¢**  
PKG.

SPECIAL! LIBBY'S FANCY  
**FRUIT COCKTAIL 27¢**  
14 FL. OZ. TIN

SPECIAL! CHICKEN, LIVER OR BEEF  
**GAINES BURGERS 79¢**  
26-OZ. PKG.

SPECIAL! IN TOMATO SAUCE — LIBBY'S  
**ALPHA-GETTI 2 35¢**  
14 FL. OZ. TINS

SPECIAL! HOSTESS WHITE OR COLOURED  
**MARSHMALLOWS 33¢**  
1-LB. POLY BAG

SPECIAL! CORONATION  
**PICKLES 39¢**  
BREAD & BUTTER OR SWEET MIXED 24 FL. OZ. JAR

SPECIAL! ASSORTED FLAVOURS  
**NESTLES Puddings 2 45¢**  
TINS

HEINZ BUDGET BUNDLE STRAINED ASSORTED FLAVOURS  
**BABY FOODS 6 69¢**  
4 1/2-OZ. TINS TRAY PACK

**WE'RE BUSIER THAN EVER BEFORE BECAUSE...**

- 1 Loblaws have reduced hundreds and hundreds of prices—storewide.
  - 2 There's more variety at Loblaws meat counter, plus all your favorite cuts of carefully aged Red and Blue brand beef.
  - 3 At Loblaws—everyone is dedicated to the task of making your food shopping easier—more convenient and less expensive.
- If there are people you haven't seen in a long time, chances are you'll bump into old friends when you shop Loblaws this week.

**YOUR FAVORITE BRANDS AT LOWER PRICES**

- SPECIAL! FANCY  
**Mitchell's Applesauce 2 33¢**  
14 FL. OZ. TINS
- SPECIAL! WITH PORK IN TOMATO SAUCE  
**VAN CAMP'S BEANS 2 35¢**  
14 FL. OZ. TINS
- SPECIAL! WESTON'S CHOCOLATE  
**DIGESTIVE BISCUITS 33¢**  
8 OZ. PKG.
- SPECIAL! WITH CHEESE & TOMATO SAUCE  
**LIBBY'S SPAGHETTI 2 33¢**  
14 FL. OZ. TINS
- SPECIAL! 20¢ OFF RED ROSE  
**INSTANT COFFEE 1.09**  
6-OZ. JAR
- SPECIAL! BORDENS 2%  
**EVAPORATED MILK 2 29¢**  
14-OZ. TINS
- SPECIAL!  
**Carnation Evap. Milk 2 33¢**  
14-OZ. TINS
- SPECIAL!  
**Carnation COFFEE-MATE 49¢**  
6-OZ. JAR

If you have a shopping problem, a suggestion or a complaint Hilda wants to hear from you. Write to her at Loblaw Groceries Co., Limited, 545 Lake Shore Blvd. West, Toronto 2b.



**HILDA'S COLUMN**

"It's all very well," a customer writes, "to try and get people to come back to Loblaws, but what about all of us who never left?" She's right, of course, and Loblaws is grateful to the thousands of loyal customers who have called Loblaws "home" for years and years. Here are some other letters:

Dear Hilda:  
They've taken all the fun out of my weekend shopping—no green stamps. We used to buy your specials with the extra stamps although we had some very peculiar menus. Many things got into my kitchen cupboard that never would have.

Why is it always the woman who is supposed to economize? They never seem to cut liquor, cigarette or gas prices. Always the woman who has to worry about the pennies.

I must admit your prices are coming down but just thought I'd let you know how uninteresting I'm finding my weekly shopping.

Mrs. R. H., Brampton

P.S. I told Mr. Weinstein I wanted stamps, but I guess majority rules.

DEAR MRS. R. H.—YOU KNOW WHAT THEY SAY, AN ECONOMIZING WOMAN IS A JOY TO AN ENTERPRIZING MAN.

Dear Hilda:  
I am sure you would like to hear from a happy, or shall I say, more satisfied customer. Well, that's me.

For many months I could not shop at Loblaws even though I did save green stamps, but straight cash looked better in my purse, so with the price of so many products higher than elsewhere, I shopped elsewhere.

Now the prices at your stores are quite tempting again so once more I will be a Loblaw customer.

Mrs. A. M., Toronto

DEAR MRS. A. M.—THAT'S EXACTLY WHAT WE HOPED YOU'D SAY. THANKS.

**ON FOODS YOU WANT!**