

PRICES EFFECTIVE UNTIL CLOSING FEB. 14 MILTON ONLY



Loblaws Meat

The GREATEST

SPECIAL! CHOICE **BLADE** BLADE BONE OUT ROASTS OR **SHORT RIB ROASTS** -RED OR BLUE BRAND BEEF- **69¢** LB.

LOBLAWS MEAT—THE GREATEST! That's a pretty powerful statement. We make it for several reasons. For example, it's important to realize that a good value. It takes more than that. It takes careful ageing and trimming, otherwise you can wind up with something less than a bargain. There's no one fussier than Loblaws when it comes to ageing and trimming meat the right way. And that "fussiness" is reflected even in the exacting standard of leanness you will find in our minced beef products. Another reason we say **LOBLAWS MEAT—THE GREATEST** is because we dare to make you a better meat shopper so you can get better value and more pleasure from your meat meals. Read Hilda's Column (below) and find out how.

LOBLAW SPECIAL! HEINZ **TOMATO KETCHUP** **2 45¢** 11 FL. OZ. BOTTLES

LOBLAW SPECIAL! WALKER'S **SALTINES** **33¢** 1 LB. BOX

LOBLAW SPECIAL! HEINZ STRAINED ALL MEATLESS VARIETIES **BABY FOODS** **6 79¢** 4 3/4 OZ. JARS

LOBLAW SPECIAL! AYLMER CHOICE ASSORTED PEAS, CREAM STYLE CORN, CUT GREEN OR WAX BEANS **VEGETABLES** **7 \$1.00** 10 FL. OZ. TINS EACH 15¢

- SPECIAL! CHOICE **CROSS CUT RIB ROASTS** LB. **79¢**
- SPECIAL! CHOICE **CHUCK STEAKS** LB. **79¢**
- SPECIAL! CHOICE **Boneless Shoulder ROASTS** LB. **79¢**
- SPECIAL! **MINCED CHUCK BEEF** LB. **79¢**
- SPECIAL! **SWEET PICKLED COTTAGE ROLLS** VAC PAC LB. **75¢**
- SPECIAL! FEARMANS **PORK SAUSAGE** SMALL LINK BULK LB. **55¢**
- SPECIAL! MARY MILES BRAND **RINDLESS SIDE BACON** 1-LB. PKG. VAC PAC **95¢**
- SPECIAL! MARY MILES BRAND **WIENERS** 1-LB. PKG. VAC PAC **55¢**
- LENTEN FEATURES •
- SPECIAL! BRITISH COLUMBIA PINK **SALMON** HALVES LB. **89¢**
- SPECIAL! FRESH **COD FILLETS** LB. **69¢**

- FROM FLORIDA! NOW AT THEIR BEST! FULL OF JUICE!
- RED or WHITE GRAPEFRUIT** **8 FOR 59¢**
- FROM CALIFORNIA! GARDEN FRESH! YOUNG & TENDER!
- GREEN TOP CARROTS** **2 LARGE BUNCHES 35¢**
- ONTARIO GROWN! FANCY GRADE! ALL PURPOSE FAVOURITE!
- MCINTOSH APPLES** FOUR QT. BASKET **69¢**
- PRODUCE OF U.S.A.! NO 1 GRADE! CRISP - CRUNCHY!
- CELERY STALKS** LARGE SIZE EACH **29¢**

- LOBLAW SPECIAL! KELLOGG'S **CORN FLAKES** 16 OZ. PKG. **39¢**
- LOBLAW SPECIAL! 10¢ OFF DEAL MOTHER PARKER'S **TEA BAGS** 60'S PKG. **65¢**
- LOBLAW SPECIAL! ALL COLOURS VANITY **TOILET TISSUE** 2 ROLL PKG. **29¢**
- LOBLAW SPECIAL! KRAFT SMOOTH OR CRUNCHY **PEANUT BUTTER** 18 OZ. JAR **63¢**
- LOBLAW SPECIAL! **QUAKER MUFFETS** 15 1/2 OZ. PKG. **39¢**
- LOBLAW SPECIAL! ALL VARIETIES GOLDEN ACRES **FROZEN DINNERS** 11 OZ. PKG. **53¢**

LOBLAW SPECIAL! 25¢ OFF DEAL **TIDE POWDERED DETERGENT** **\$1.49** KING SIZE PKG.

LOBLAW SPECIAL! KITCHEN PRIDE **APPLE PIE** **39¢** LARGE 24 OZ. SIZE

LOBLAW SPECIAL! ALL COLOURS WHITE SWAN **FACIAL TISSUE** **4 \$1.00** 360'S BOXES EACH 25¢

TABU ONE SIZE FITS ALL - 4 DIFFERENT COLOURS **PANTY HOSE** **88¢** PAIR

HILDA'S COLUMN

I try always to see myself in your life as a helpful person. When I don't know the answers to your questions, you know that I make it my business to find someone who does. Asking me about meat purchases—meat preparation, freezing and so forth. Our new slogan "**LOBLAWS MEAT—THE GREATEST**" gives me the perfect opportunity to be helpful to you in a factual way. I contacted all the experts at Loblaws and together we have come up with a Series of helpful facts for you to take home and keep. Beginning this week and for several weeks to come, all our Loblaws shoppers can help themselves to our "Take One" Bulletin discussing the facts about the most important part of your weekly shopping—**MEAT**. Naturally, you'll find them at I hope you will enjoy and profit from our newest offering in friendly, helpful service. These Bulletins are designed especially for you—to make you a better meat shopper. I think they will go well with our statement—"**LOBLAWS MEAT—THE GREATEST**".

Hilda Wilson
Director of Consumer Relations For Loblaws

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