

# Loblaws Meat

## The GREATEST



### THERE IS A REASON

We think a supermarket ought to have a few reasons beyond just price to lure you inside each week and seek your patronage. One of the reasons we have at Loblaws is our meat "It's the Greatest". We're willing to back up that statement in these inflationary times. We're doing it by offering a new and different Consumer Meat Education Leaflet each week to help you get more value for your meat dollar. Check Hilda's Column in today's ad for details.

SPECIAL! FRESH LEAN

**LOIN PORK ROASTS** **65¢**  
RIB END 3 1/2 LB. AVERAGE

**TENDERLOIN** **69¢**  
END 3 1/2 LB. AVERAGE

SPECIAL! **1/4 Pork Loin** **79¢**  
IN CHOPS LB.

SPECIAL! SCHNEIDERS RED HOTS **WIENERS** **59¢**  
1-LB. PKG. VAC PAC

SPECIAL! PENNYWISE **Beef Burgers** **69¢**  
1-LB. PKG.

SPECIAL! CHOICE **FRESH CHICKEN LEGS** **49¢**  
WHOLE OR BREASTS WHOLE OF SPLIT LB.

SPECIAL! SWIFT'S HEAT 'N' EAT **SAUSAGE** **79¢**  
12-OZ. PKG.

• LENTEN FEATURES •  
 SPECIAL! SPORTSMAN BRAND HEADLESS & CLEANED **Lake SMELTS** **33¢**  
1-LB. POLY BAG

SPECIAL! Swift's Premium Oven Roasting **Corned Beef Brisket** **95¢**  
LB.

SPECIAL! PENNYWISE **Beef Steakettes** **69¢**  
1-LB. PKG.

SPECIAL! Highliner Brand Cooked **COD KRUNCHIES** **59¢**  
14-OZ. PKG.

SPECIAL! BURNS RINDLESS **SIDE BACON** **95¢**  
1-LB. PKG. VAC PAC

SPECIAL! SIENNA BRAND **SALAMETTI or SOPRESETTA** **1.19**  
LB.

SPECIAL! FRESH **SOLE FILLETS** **99¢**  
LB.

LOBLAW SPECIAL! HAPPY VALE

**STANDARD PEAS** **13¢**  
14 FL. OZ. TIN

LOBLAW SPECIAL! CATELLI **MACARONI DINNER** **49¢**  
and CHEESE DINNER 2 11 OZ. PKGS.

LOBLAW SPECIAL! ALL COLOURS WHITE SWAN **TOILET TISSUE** **55¢**  
4 ROLL PKG.

LOBLAW SPECIAL! STOKELY'S FANCY ASSORTED HONEY POD PEAS 14 FL. OZ. FANCY WHOLE KERNEL CORN 12 FL. OZ. V. P. TIN **VEGETABLES** **1.00**  
5 TINS EACH 20¢

LOBLAW FEATURE! CANADA FIRST GRADE **BUTTER** **67¢**  
APPLE GROVE 1 LB. PRINT

LOBLAW SPECIAL! TREESWEET UNSWEETENED ORANGE, GRAPEFRUIT OR BLENDED **FRUIT JUICES** **43¢**  
48 FL. OZ. TIN

LOBLAW SPECIAL! MINUTE MAID FROZEN **ORANGE JUICE** **55¢**  
2 6 1/4 FL. OZ. TINS

LOBLAW SPECIAL! LIPTON CHICKEN NOODLE 4 1/2 OZ. OR SPRING VEGETABLE 4 OZ. PKG. **SOUP MIXES** **49¢**  
2 PKGS.

PRINCE EDWARD ISLAND! NO. 1 GRADE! TOPS IN QUALITY! TOPS IN FLAVOUR!

**POTATOES** **25 99¢**  
LB. BAG

FROM MEXICO! TASTY & SWEET! **FRESH GREEN PEAS** **39¢**  
2 LBS.

FROM FLORIDA! NO. 1 GRADE! RED SKIN! **NEW POTATOES** **59¢** **FRESH SPINACH** **49¢**  
5 LBS. 2 CELLO PKGS. PRODUCE OF U. S. A. WASHED & TRIMMED

LOBLAW SPECIAL! LOBLAWS ORANGE PEKOE

**RED LABEL TEA BAGS** **65¢**  
60's PKG.

LOBLAW SPECIAL! AYLMER **TOMATO CATSUP** **29¢**  
18 FL. OZ. BOTTLE

LOBLAW SPECIAL! HOSTESS PLAIN "TWIN PACK" **POTATO CHIPS** **59¢**  
11 OZ. BAG

LOBLAW FEATURE! CAMPBELL'S **TOMATO SOUP** **25¢**  
2 10 FL. OZ. TINS

LOBLAW SPECIAL! KITCHEN PRIDE **BLUEBERRY PIE** **55¢**  
LARGE 24 OZ. SIZE

### HILDA'S COLUMN



I think we're off to a great start! It's good to report that you liked our first Bulletin in the new Take One Series. This new Consumer Service apparently fills a need, to judge from the way you responded to it.

Be sure to pick up the next Bulletin this week at all Loblaws meat counters.

I hope the Beef Chart we gave you is hanging on your kitchen cupboard door for ready reference. It is a well known fact that the meat you serve is the main part of your meal and everything else you select is planned around it.

To put it plainly—Your Menu Begins With The Meat! As the weeks go by, we believe that our Take One Series will help you choose meat with more skill, more interest and more pleasure.

These Fact Sheets will help you with at least one new idea for mealtime. We hope they will remind you of a meat idea you've had tucked in the back of your head with the thought that "some day I must try that." We hope they make you a better shopper. Please be sure to "Take One" at the Meat Counter when you come in to buy Loblaws Meat... it's 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.

LOBLAW SPECIAL! 20¢ OFF DEAL MAXWELL HOUSE

**INSTANT COFFEE** **1.69**  
10 OZ. JAR

LOBLAW SPECIAL! ALL COLOURS WHITE SWAN

**FACIAL TISSUES** **1.00**  
4 360's BOXES EACH 25¢

INTRODUCING! HOSTESS COLOURED

**MARGARINE** **29¢** **39¢**  
1 LB. PARCH. PKG. SOFT 1 LB. TUB  
 EXCLUSIVE AT LOBLAWS