


\$1.50 sale

plus Loblaws no-name challenge



was .34 ea.
save .36
on 4

all varieties
9-Lives cat food

4 6 oz. tins **1.00**



was .54 ea.
save .62
on 3

Swiss Style
Borden yogourt

all flavours

3 175 g tubs **1.00**



was 1.59
save .59

Neilson
Venetian vanilla
plain vanilla
ice cream

1/3 off **1.00**
1 litre tub

more grocery values

Dial, white, pink, or gold (4 regular bars - banded) deodorant soap	380 g	was 1.69 1.49
Allen's apple crystals	9 3/4 oz. poly bag	was .99 .89
Weston brown and serve rolls	12's bag	was .75 .69
Black Diamond mozzarella cheese	16 oz. pkg.	was 2.73 2.65
vegetable oil (1/4's) Monarch margarine	3 lb. box	was 2.19 1.99
sandwich, sliced, thin or regular Weston white bread	24 oz. loaf	was .72 .65
Ragu, plain spaghetti sauce	14 fl. oz. jar	was .83 .75
Betty Crocker, all flavours supermoist cake mixes	18 oz. box	was 1.06 .98
chocolate fudge or traditional white Betty Crocker frosting mixes	15 oz. box	was 1.07 .98
Five Roses all purpose flour	2.5 kg bag	was 1.89 1.69
O.B. super or regular Carefree tampons	40's box	was 4.09 3.59
with iron Flinstones vitamins	100's pkg.	was 5.49 4.49
Nivea skin cream	120 mL jar	was 1.99 1.49
Kool-Aid, sugar sweetened, all flavours powdered drinks	3 4 oz. pouches	was .42 ea. 1.00
frozen, fancy York petite peas	2 lb. poly bag	was 1.59 1.49
frozen, fancy, French style York wax beans	10 oz. box	was .47 .39
frozen, fancy, French fried potatoes straight cut or crinkle cut McCain superfries	2 lb. poly bag	was 1.03 .95
Gainsborough, frozen mini tart shells	7 oz. box	was .99 .89
all dressed frozen Gusto pizza	24 oz. box	was 2.98 2.65




was 1.59 lb.
save .59
lb.

frozen
Boston bluefish fillets

was 1.38 lb. **save .38** lb. frozen sliced **beef liver**

1.00 lb. **1.00** lb. store packaged

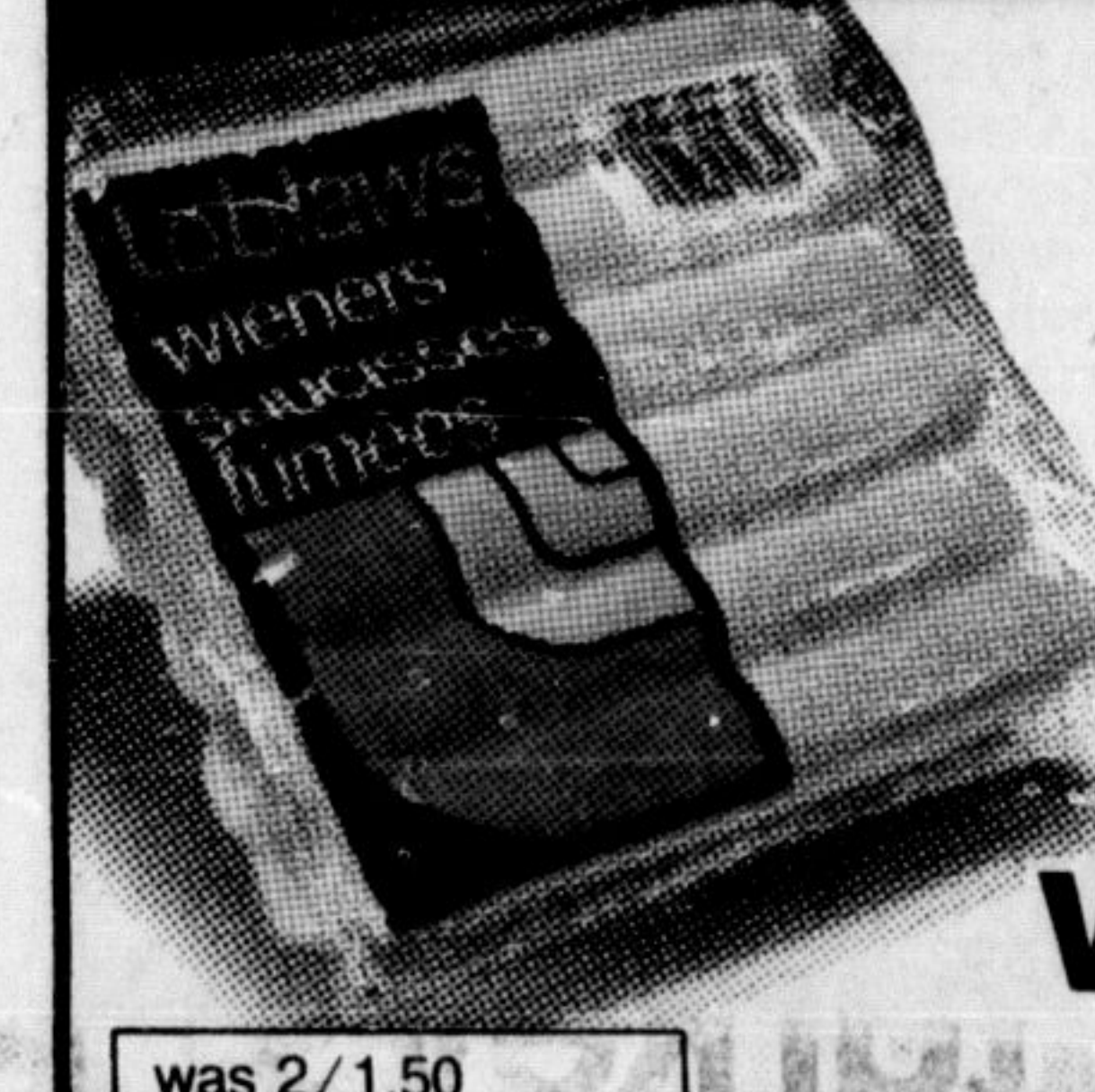


was 1.28 lb.
save .28
lb.

fresh chicken
leg quarters or breast quarters (wing on)

was 2 lbs. 1.30 **save .30** on 2 lbs. previously frozen **chicken livers** tray pack

2 1.00 lbs. **1.00** lb.




was 1.66
save .66

Loblaws wieners

was 2/1.50 **save .50**
Danola Brand 6 specified varieties **smoked meats** thin sliced

2 1.00 71 g pkgs. **1.00** 1 lb. pkg.




was .59 ea.
save .18

from Mexico garden fresh
egg plant

from California **endive or escarole**

2 1.00 for **2** for **1.00**



was 1.39
save .39

Ontario grown fancy grade controlled atmosphere
McIntosh apples

from California **jumbo size walnuts**

.99 lb. **3** lb. bag **1.00**



was 2/1.00
save .50

from Mexico no. 1 grade
cucumbers

from California **green onions** bunch

4 1.00 for **3** for **1.00**

more produce values

produce of U.S.A. garden fresh rappini	2 bunches	1.00
Ontario grown #1 grade rutabagas	2 for	.88
Ontario grown #1 grade parsnips	2 lb. bag	.69
Ontario grown squash	tray	.59
floral dept. special dieffenbachia	6 pot	4.99

switch to Loblaws and take the **no-name challenge**

try any one of our 300 no-name products and if you're not convinced that it's the best value in Ontario - Loblaws will give you a similar national brand of your choice . . . **absolutely free***

Recently the Globe & Mail published a survey comparing generic prices with those of leading nationally branded products. The Globe & Mail concluded:

"In February, 1978, an independent research team found national brands were 35% to 40% more expensive than generics. Earlier this month, this newspaper's survey of three grocery chains found that national brands are 40% to 45% dearer on average."

The enormous savings available to you through generic products were further illustrated by a recent CTV news broadcast which reported on a soon to be published study of generic A.S.A. tablets versus nationally branded aspirins. A spokesman for the Canadian Consumer Association, who will publish the study, stated that the survey showed generic A.S.A. tablets were just as effective as national brands that were as much as five times more expensive than generic A.S.A.

Are you passing up these huge savings because you've been disappointed in the quality of generic products? Well, then you haven't been shopping at Loblaws.

At Loblaws we're so confident of the quality and value of each of our 300 no-name products that we invite you to switch to Loblaws and take our no-name challenge.

*Proof of purchase necessary for refund. Percentage savings will vary depending upon items compared at Loblaws. Offer subject to change without notice.



Help support Canada's Olympic Teams. Look for this Olympic Symbol on products in store, it identifies an Official Supplier to Canada's Olympic Teams, 1980.

"was" prices in this ad refer to Loblaws regular selling price. "Save" refers to the difference between the regular selling price and Loblaws special sale price.

Prices effective to Tues. Feb. 5, 1980 except bakery effective to Sat. Feb. 2, 1980. Milton only

Stores reserve the right to limit quantities.

