

LOBLAWS FREEZES PRICES



Friday November 21, 1975
Time: 12:01 a.m.

William Sherman, President of Loblaws Limited announced today a 60 day price freeze on all non-perishable goods for sale at Loblaws, effective immediately.

An official 'Price-Freeze Book' will be posted in each Loblaws store by mid-week based on today's prices, and exempting only perishable items that are subject to daily market price fluctuations such as fresh meat, fresh produce.

In addition to the freeze on prices, Loblaws will launch appeals to their suppliers to hold all cost increases during the 60 day freeze.

This action is being taken by Loblaws in recognition of the consumers' and governments' growing concern over food price inflation, and in the hope that other retail organizations, both food and non-food related, will implement similar programs.

A large, stylized logo consisting of a thick black 'L' shape with a white square cutout in the upper right corner, followed by the word "Loblaws" in a bold, sans-serif font with a registered trademark symbol.

Loblaws®