


It's our **Birthday** Sale!

IT'S CALIFORNIA CHERRYTIME! SWEET LUSCIOUS BING VARIETY!



FRESH CHERRIES

NO. 1 GRADE LB. **49¢**

FRESH FROM THE TROPICS! DELICIOUS & NUTRITIOUS! LARGE SIZE!

BANANAS LB. **11¢**



A personal Invitation to a very special Party

Leon E. Weinstein, President, Loblaw Groceries Co. Limited

I think you'll agree that a 50th Birthday calls for a special kind of party. Today, we're kicking-off "Our 50th" with a store-wide Birthday Sale which we've all worked hard to make the greatest in our history.

Frankly, the idea of a Birthday Sale seemed to us the best way Loblaws could say "thank you" to millions of shoppers like yourself who have helped us grow into one of North America's major food retailers.

Along with our 50th Birthday, we also happen to be celebrating the first anniversary of Loblaws "New Look" program. We've had the gratifying experience of hearing from over 65,000 shoppers through our Consumer questionnaire from which we learned much and made substantial changes in our operation. And, perhaps the thing that gladdened our hearts the most was welcoming thousands of shoppers back to Loblaws during the last twelve months.

I can promise you that Loblaws will continue to introduce many of your suggestions plus new ideas designed to make your shopping trip to our stores even more rewarding.

Meanwhile, our buyers have made scores of special buys that we've marked as "Birthday Buys" and I hope you'll come shop with us and help us celebrate this once-in-a-lifetime event by taking full advantage of these exceptional savings.

Leon E. Weinstein

SPECIAL! FACIAL TISSUE



KLEENEX

HANKY 200's PKG.
CHUBBY 300's PKG.

3 50¢

SPECIAL! FANCY WHOLE KERNEL



NIBLETS CORN

12 FL. OZ. V.P. TIN

19¢

SPECIAL! BURN'S



LUNCHEON MEAT

12 OZ. TIN

49¢

SPECIAL! CANADA GRADE A

EGGS

EDGEBROOK LARGE BLUEBELL MEDIUM

DOZ. **49¢** DOZ. **43¢**

SPECIAL! DEL MONTE SEASONED CUT OR WAX BEANS OR STEWED TOMATOES




VEGETABLES

10 FL. OZ. TINS

3 50¢

SPECIAL! LIBBY'S PURE



TOMATO CATCHUP

11 FL. OZ. BOTTLE

19¢

SPECIAL! ALL COLOURS WHITE SWAN



TOILET TISSUE

4 ROLL PKG.

49¢

SPECIAL! TABU SEAMLESS

NYLONS

2 PAIR

50¢

SPECIAL! ORANGE CRYSTALS



TANG

3 1/4 OZ. PKGS.

5 1.00

SPECIAL! ALL VARIETIES ROYAL



INSTANT PUDDINGS

3 3/8 OZ. PKGS.

2 29¢

SPECIAL! CHOICE ASSORTED



AYLMER PEAS

14 FL. OZ. TINS

3 49¢

SPECIAL! TOMATO OR VEGETABLE



CLARK'S SOUP

10 FL. OZ. TIN

11¢