A personal

a very special

Leon E. Weinstein, President, Loblaw Groceterias 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

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

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.

Lean 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.

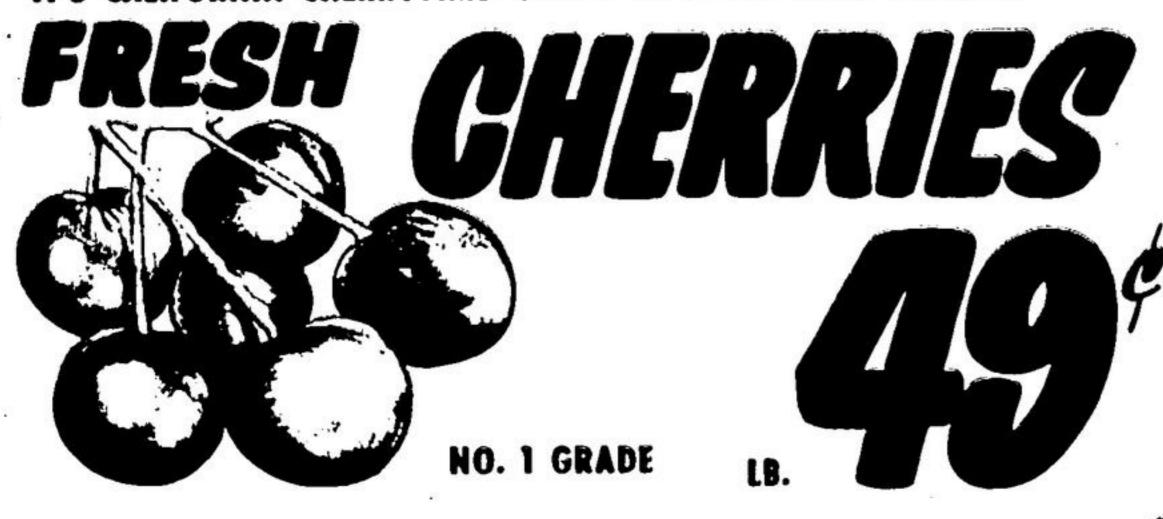
Meanwhile, our buyers have made scores of special buys that we've marked as "Birthday Buys" and I hope you'll come shop with us and help us celebrate this once-in-a-lifetime event by taking full advantage of these exceptional savings.

Invitation to

Party



IT'S CALIFORNIA CHERRYTIME! SWEET LUSCIOUS BING VARIETY!



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

BAHAIS B.



SPECIALI DEL MONTE SEASONED CUT OR WAX BEANS OR STEWED TOMATOES



SPECIAL!
BURN'S UNCHEON
SPAMY
12 02.
IIII 49

retailers.



Kon 6 Windlein

SPECIAL! LIBBY'S PURE
TOMATO
CATCHUP

11 FL. 0Z.
BOTTLE

SPECIAL! ALL COLOURS WHITE SWAN

TOILET TISSUE

ROLL PKG. 40

SPECIAL! TABU SEAMLESS

NYLONS

PAIR 50

SPECIAL! ORANGE CRYSTALS

TANG

TANG

SPECIAL! ORANGE CRYSTALS

TANG

TANG

SPECIAL! ORANGE CRYSTALS

TANG

SPECIAL! ALL VARIETIES ROYAL

INSTANT PUDDINGS

3 % 20 

PKGS. 25

SPECIAL! CHOICE ASSORTED AYLINE PERS

AYLINE 314 A9

TIME 30Z. 49

