



SECOND BIG WEEK TO JOIN THE CROWDS AT Loblaws Birthday Sale

SPECIAL CHOICE
STEAKS & ROASTS
BONELESS ROUND \$1.09 SIRLOIN, WING or PORTERHOUSE **\$1.23**
RED OR BLUE BRAND BEEF
COOKED SMOKED HAMS FULLY SKIMMED, MINIMUM FAT, SHANK OFF **79¢**
SPECIAL SWIFT'S SUGAR PLUM WHOLE OR HALF

SPECIAL SWIFT'S LAZY MAPLE BINDERLESS SIDE BACON 1-LB. PKG. VAC PAC **85c**
SPECIAL HIGHLINER BRAND COOKED COD KRUNCHIES 14-OZ. PKG. **55c**
SPECIAL FRESH OCEAN PERCH FILLETS LB. **49c**
Swift's Premium Oven Roasting Ideal for Barbecuing
Corned Beef Brisket LB. **98c**
SWIFT'S PREMIUM WIENERS 1-LB. PKG. VAC PAC **59c**
BURNS SAUSAGE SMALL LINK BULK LB. **53c**
5X BRAND - WITH DRESSING - SLICED ROAST PORK LOIN 4-OZ. PKG. VAC PAC **72c**
SWIFT'S PREDRESSED CANADA A GRADE UNDER 10 LBS.
BUTTERBALL TURKEYS LB. **45c**
HYGRADE TOURNIER
MEAT PIES 16-OZ. EACH **69c**
SHOPSY'S POTATO SALAD 12-OZ. EACH **33c**



"DEAR HILDA"
 I have just received a wonderful letter from an octogenarian—a lady in her 80's—who has shopped at Loblaws for 48 years. She wondered if that's some kind of a record, and I think it is. In fact, this month Loblaws salutes her and all our other customers of long standing on this our Fiftieth Birthday.
 Loblaws is celebrating its 50th Birthday all this month... 50 years of quality merchandise, sincere service and dedication to customer satisfaction. Introduced the first self-service food store in North America, we are still dedicated to Quality, Service, and Customer Satisfaction.
 On our Fiftieth Birthday we salute, too, our younger customers who have discovered the benefits of shopping at Loblaws and will be around to help celebrate the next 50.
 So, on behalf of everyone at Loblaws I invite you to come to our month-long birthday party, and help yourself to our Birthday Bargains—that's our way of celebrating and saying thank you.
Hilda Wilson
 DIRECTOR OF CONSUMER RELATIONS
 If you have a shopping problem, a suggestion or a complaint, Hilda wants to hear from you. Write to her at Loblaws Groceries Co., Limited, 545 Lake Shore Blvd. West, Toronto 2H.

SPECIAL ALL FLAVOURS JELLY POWDERS
JELL-O 3 OZ. PKG. **9¢**

SPECIAL CUDNEY VITAMINIZED
APPLE JUICE 48 FL. OZ. TIN **25¢**

WATERMELONS
 FROM FLORIDA! REFRESHING! WARM WEATHER FAVOURITE! 17 POUND AVERAGE **88¢**
 EACH

SPECIAL HEINZ STRAINED MEATLESS VARIETIES
BABY FOODS 4 4.5 OZ. JARS **49¢**

SPECIAL FANCY WHOLE KERNEL
NIBLETS CORN 12 FL. OZ. V.P. TIN **19¢**

FROM GEORGIA! NEW CROP! YELLOW FLESH! NO. 1 GRADE **FRESH PEACHES** POUND **25¢**
 FROM CALIFORNIA! MILD & FLAVOURFUL **BROCCOLI** LARGE BUNCH **35¢**

SPECIAL HAWKY 200's PKG. or CHUBBY 300's PKG.
KLEENEX 3 PKGS. **50¢**
FACIAL TISSUES

SPECIAL PINK or WHITE FROZEN
CUDNEY LEMONADE 6 1/2 OZ. TIN **9¢**

SPECIAL TOMATO OR VEGETABLE
CLARK'S SOUP 10 FL. OZ. TIN **11¢**

SPECIAL LIBBY'S PURE 11 FL. OZ. BOTTLE **TOMATO CATCHUP** **19¢**
SPECIAL ORANGE CRYSTALS 5 3 1/2 OZ. PKGS. **1.00** EACH 20¢
TANG

SPECIAL BURNS SPAM or SPORK 12 OZ. TIN **LUNCHEON MEAT** **49¢**
SPECIAL IN TOMATO SAUCE 14 FL. OZ. TINS **HEINZ BEANS** **1.00** EACH 20¢

SPECIAL KELLOGG'S 16 OZ. PKG. **CORN FLAKES** **35¢**
SPECIAL LIQUID BLEACH 64 FL. OZ. JUG **JAVEX** **43¢**

SPECIAL ALL COLOURS ROYALE 2 ROLL PKG. **PAPER TOWELS** **47¢**
SPECIAL SOUTHLAND FANCY FROZEN FRENCH CUT 10 OZ. PKG. **GREEN BEANS** **19¢**
WE RESERVE THE RIGHT TO LIMIT QUANTITIES

SPECIAL DEL MONTE SEASONED CUT OR WAX BEANS OR STEWED TOMATOES 3 10 FL. OZ. TINS **VEGETABLES** **50¢**
SPECIAL PECK FRESH 16 OZ. PKG. **BISCUITS** **49¢**

SPECIAL ALL COLOURS - WHITE SWAN 4 ROLL PKG. **TOILET TISSUE** **49¢**
SPECIAL KRAFT PLAIN 16 OZ. JAR **CHEEZ WHIZ** **65¢**

SPECIAL KADAMA 100'S POLY BAG **TEA BAGS** **59¢**
PRICES EFFECTIVE UNTIL JUNE 21 MILTON ONLY