

Birthdays Sale!



FROM CALIFORNIA! NO. 1 GRADE! SALMON FLESH!

CANTALOUPE



3 89
JUMBO
SIZE
36'S

PRODUCE OF U.S.A. NO. 1 GRADE! BING VARIETY!

FRESH CHERRIES

ONTARIO GROWN! NEW CROP! NO. 1 GRADE!

CABBAGE

PRODUCE OF S.A.T. SWEET JUICY! NEW CROP!

NAVEL ORANGES

POUND **49**
EACH **19**
LARGE SIZE **69**
DOZEN



SPECIAL! MAPLE LEAF COOKED

CANNED HAMS

1/2 LB. TIN

\$1.69



SPECIAL!

COCA COLA

10 FL. OZ.
6 BOTTLE
CARTON
NON-
RETURNABLE

60



SPECIAL! ALL VARIETIES BETTY CROCKERS

CAKE MIXES

19 OZ.
PKGS.

79



SPECIAL! INSTANT POWDERED

CARNATION SKIM MILK

3 LB.
PKG.

\$1.19

PRICE REDUCTIONS ARE NOW IN EFFECT ON ALL LOBLAW SUMMER LINES INCLUDING

LAWN CHAIR TUBULAR STEEL ONLY

2.99

LIMITED QUANTITY WHILE THEY LAST



Dear Hilda

A few quotes from this week's mail...

Dear Hilda:
"I want to thank Loblaw for allowing my 78-year old mother to use your washroom - a washroom is so necessary with all the water pills being given out today!"
Grateful

Dear Grateful:
Think nothing of it - it's all part of the service. Customers with small children run into the same problem.
Grateful

Dear Hilda:
"The New Look has improved Loblaw in the past year and there has been a drastic change in Loblaw prices in many areas. These days the consumer notices quickly a price change and 'Specials' fall like a gift from heaven."
Feeling Blessed

Dear Blessed:
Angels we're not - but we do try to keep prices down and the number of specials up, so that certain gifts from heaven can come to you with the compliments of Loblaw.

Dear Hilda:
"I just want to wish everyone at Loblaw a happy 50th birthday. I am turning 50 myself this month."
Golden

Dear Golden:
Thanks for your good wishes... I hope that both you and Loblaw live to a ripe old age and that your birthday celebration includes a visit to Loblaw to participate in our Birthday sale bargains.

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 Loblaw Groceries Co., Ltd., 545 Lake Shore Blvd. West, Toronto.

JOIN OUR BIRTHDAY PARTY A BIRTHDAY IS NOT A BIRTHDAY WITHOUT A CAKE LOBLAW'S MASTER BAKERS HAVE GONE ALL OUT TO BRING YOU A RICH DOUBLE LAYER ICED CAKE

BIRTHDAY CAKE

CHOCOLATE OR WHITE ICED

50
EACH



SPECIAL! 6 VARIETIES TASTY TREAT

ICE CREAM

1/2 GALLON CARTON

69



SPECIAL! FANCY ASSORTED PEAS, SEASONED CUT GREEN or WAX BEANS or CREAM STYLE

YORK VEGETABLES

14 FL. OZ. TINS

5 **\$1.00**
EACH 20c



SPECIAL! SQUIRREL

PEANUT BUTTER

48 OZ. JAR

\$1.05



SPECIAL! FREEZE DRIED INSTANT COFFEE

TASTER'S CHOICE

4 OZ. JAR

95