

It's our  
**50th**

**Anniversary**  
**Sale!**

**LOBLAW'S LOW LOW PRICES**

IT'S CALIFORNIA CHERRYTIME! SWEET LUSCIOUS BING VARIETY!

**FRESH CHERRIES**  
NO. 1 GRADE LB. **49¢**



*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 Loblaw's 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 Loblaw's "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 Loblaw's during the last twelve months.

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

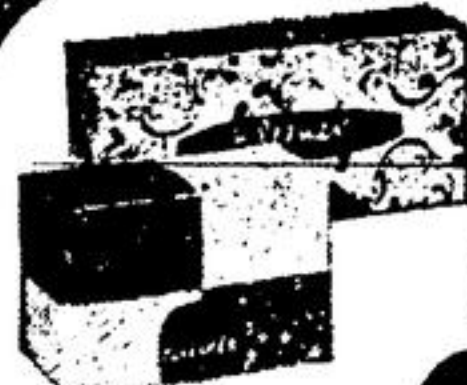
Meanwhile, our buyers have made scores of special buys that we've marked as "Birthday Buys" and I hope you'll come shop with us and help us celebrate this once-in-a-lifetime event by taking full advantage of these exceptional savings.

*Leon E. Weinstein*

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

**BANANAS** LB. **11¢**

SPECIAL! FACIAL TISSUE  
**KLEENEX**  
HANKY 200's PKG. **3 50¢**  
CHUBBY 300's PKG. PKGS.



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



SPECIAL! BURN'S  
**LUNCHEON MEAT**  
SPORK SPAM 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**  
5 3/4 OZ. PKGS. **1.00**



SPECIAL! ALL VARIETIES ROYAL  
**INSTANT PUDDINGS**  
2 3/8 OZ. PKGS. **29¢**



SPECIAL! CHOICE ASSORTED  
**AYLMER PEAS**  
3 14 FL. OZ. TINS **49¢**



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

