

Birthdays Sale!



FROM CALIFORNIA! NO. 1 GRADE! SALMON FLESH!

CANTALOUPE



3 JUMBO
SIZE
36'S **89¢**

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

FRESH CHERRIES

POUND **49¢**

ONTARIO GROWN! NEW CROP! NO. 1 GRADE!
CABBAGE

EACH **19¢**

PRODUCE OF S.A.1. SWEET JUICY! NEW CROP!
NAVEL ORANGES

LARGE SIZE
DOZEN **69¢**



SPECIAL! MAPLE LEAF COOKED

**CANNED
HAMS**

1/2 LB. TIN

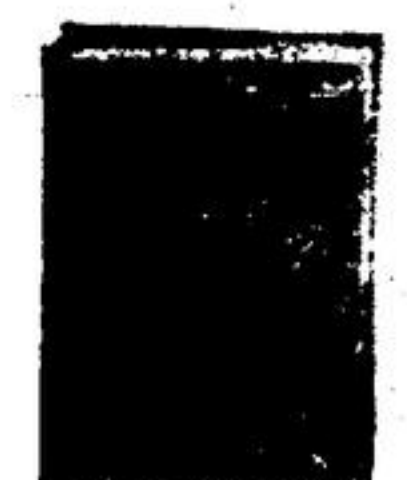
\$1.69



SPECIAL!
**COCA
COLA**

10 FL. OZ.
6 BOTTLE
CARTON
NON-
RETURNABLE

60¢



SPECIAL! ALL VARIETIES BETTY CROCKERS

**CAKE
MIXES**

2 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's for allowing my 75-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.

Dear Hilda:
"The New Look has improved Loblaw's 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's.

Dear Hilda:
"I just want to wish everyone at Loblaw's 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's live to a ripe old age and that your birthday celebration includes a visit to Loblaw's to participate in our birthday sale luncheon.

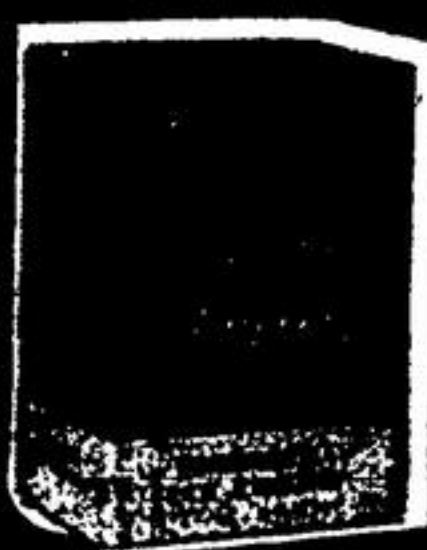
Hilda Wilson
Director of Consumer Relations

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

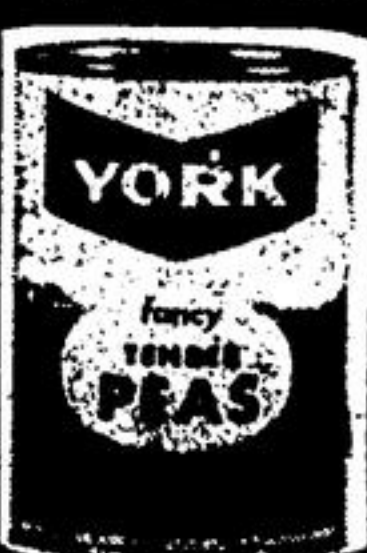


SPECIAL! 6 VARIETIES TASTY TREAT

**ICE
CREAM**

1/2 GALLON CARTON

69¢



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

**YORK
VEGETABLES**

5 14 FL.
OZ. TINS

\$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¢