

# Loblaws Birthday Sale



PRICES EFFECTIVE UNTIL JULY 6 WE RESERVE THE RIGHT TO LIMIT QUANTITIES

SPECIAL! CHOICE -RED or BLUE BRAND BEEF-  
**STEAKS or ROASTS**  
**BONELESS ROUND**  
 BOTTOM or FULL SLICE LB. **98¢**

SPECIAL! IMPORTED SHORT SHANK  
**LAMB LEGS** WHOLE or HALF LB. **49¢**

SPECIAL! IDEAL FOR BAKING or BOILING  
**Sweet Pickled BACK BACON** BY THE PIECE 2 1/2 OZ. CUTS LB. **95¢**  
 SPECIAL! **MINCED CHUCK BEEF** LB. **75¢**

SPECIAL! COOKED SMOKED **Pork SHOULDERS** PICNIC STYLE LB. **55¢**  
 SPECIAL! BURNS RINDLESS **SIDE BACON** 1-LB. PKG. VAC PAC **79¢**  
 SPECIAL! SCHNEIDERS **Liver & Bacon, Braunschweiger or Sandwich Spread Rolls** 1-DOZ. PKG. **29¢**  
 SPECIAL! THICK **Smoked Cod Fillets** LB. **62¢**  
 IMPORTED LAMB **Shoulder CHOPS** LB. **49¢**  
 IMPORTED LAMB **Boneless FRONTS** LB. **59¢**  
 SLICED **BOLOGNA** 1-LB. PKG. VAC PAC **55¢**  
 SWIFTS PRESSED CANADA A GRADE UNDER 10 LBS. **BUTTERBALL TURKEYS** LB. **45¢**  
 BOOTH BRAND COOKED **COD FISH STICKS** 8-OZ. PKG. **33¢**  
 MOUNTAIN BREEZE BRAND **Rainbow TROUT** 10-OZ. PKG. **55¢**



*Dear Hilda*

I am touched and proud to tell you this story:  
 A customer who shopped in the same Loblaws for 15 years is going back to the Old Country to live out her retirement. On her final shopping day, she left a little card at the cash register, addressed "To All the Staff at Loblaws" that said:  
 "A brief little message  
 With a specially warm thought  
 That comes from the heart  
 To say 'thank you very much'"

And so to Mrs. Mole, who signed the card, I am happy to say "Thank you, Mrs. Mole from All the Staff at Loblaws" and Godspeed on your journey.  
 - We love you, Mrs. Mole!

*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., Ltd., 545 Lake Shore Blvd. West, Toronto.

PRODUCE OF ARIZONA! NO. 1 GRADE! SUGAR SWEET!  
**CANTALOUPE**  
**3 89¢**

NEW CROP! FROM ARIZONA! SWEET JUICY!  
**RED GRAPES** LB. **29¢**  
 FROM GEORGIA! YELLOW FLESH! FREESTONE! NO. 1 GRADE!  
**FRESH PEACHES** LB. **25¢**

SPECIAL! ALL VARIETIES 12 FL. OZ. JARS  
**BICK'S RELISHES**  
**4 \$1.00** EACH 25¢

SPECIAL! HONEY GOLD  
**FANCY FROZEN PEAS**  
 12 OZ. POLY BAG **15¢**

SPECIAL! MOST VARIETIES  
**E.D. SMITH PURE JAMS**  
 9 FL. OZ. JAR **35¢**

SPECIAL! KRAFT CANADIAN  
**CHEESE SLICES**  
**3 8 OZ. SINGLES PKGS. \$1.00** EACH 34¢

SPECIAL! ORANGE PEKOE  
**SALADA TEA BAGS** 60'S PKG. **69¢**

SPECIAL! BORDENS 2% PARTLY SKIMMED  
**EVAP. MILK** 16 OZ. TINS **2 27¢**

SPECIAL! LIBBY'S FANCY  
**TOMATO JUICE** 48 FL. OZ. TIN **25¢**

SPECIAL! YORK FANCY ASSORTED PEAS, SEASONED CUT GREEN OR WAX BEANS, CREAM CORN  
**VEGETABLES** 14 FL. OZ. TINS **5 \$1.00**

SPECIAL! HUMPTY DUMPTY PLAIN  
**POTATO CHIPS** 11 OZ. "TWIN PACK" BAG **57¢**

SPECIAL! ALPHA-BITS 15 OZ., SUGAR CRISP 13 OZ., HONEY COMB 12 OZ.  
**POST CEREALS** PKG. **55¢**

SPECIAL! FREEZE DRIED INSTANT COFFEE  
**TASTER'S CHOICE** 4 OZ. JAR **95¢**

SPECIAL! DEAL PACK MONARCH COLOURED  
**MARGARINE** 1 LB. PARCH. PKGS. **4 \$1.00** EACH 25¢

SPECIAL! DEAL PACK WITH BORAX DETERGENT POWDER  
**FAB** KING SIZE PKG. **\$1.49**

SPECIAL! MAPLE LEAF COOKED  
**CANNED HAM** 1 1/2 LB. TIN **\$1.69**

SPECIAL! ROYALE ASSORTED COLOURS  
**TOILET TISSUE** 4 ROLL PKG. **59¢**