These low prices speak for themselves. Join in the Celebrations. Come to Loblaws... Come out ahead.

WE RESERVE THE RIGHT TO LIMIT QUANTITIES TO REASONABLE FAMILY REQUIREMENTS

From Florida! No. 1 Grade! For The Height of Eating Pleasure!

Corn on the

FROM FLORIDA! TASTY OFF-SEASON TREAT!

Pepper Squash

FROM CALIFORNIAI No. 1 GRADEI Green Cabbage

FROM ISRAELI SWEET JUICY! LARGE SIZE 75

Jaffa Oranges.

Fresh Lettuce

79¢

EACH 19



Leon E. Weinstein
Fresident, Loblass Groceterias Co., Limited

A Birthday Message from our President

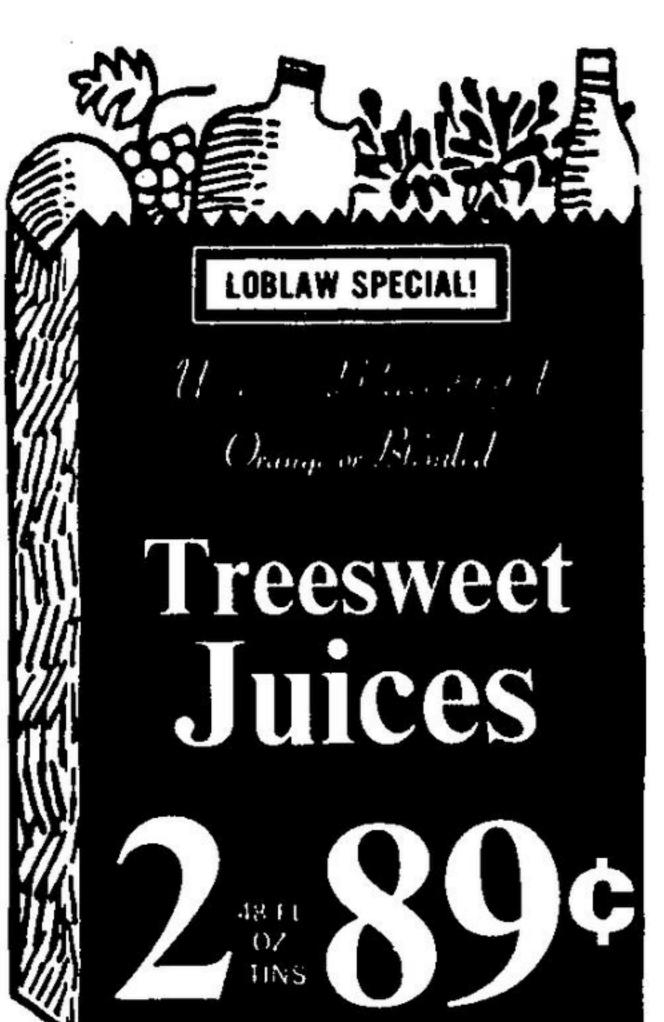
This is a favourite time of year for me because our Birthday Sale allows me to say "thank you" once again for your week-in week-out loyalty to Loblaws. It's also a time

when our buyers present some extra special features we consider to be truly outstanding value-including our high quality Loblaw Birthday Cake, which so many of you enjoyed during last year's Birthday celebrations.

The concern for consumers, which we have demonstrated from the very beginning, still takes first priority in all our dealings. As the leader and originator of better understanding and two-way communications with consumers, we are proud of the part we have played, and shall continue to play, in making the customer a wise shopper.

We particularly want to thank customers who have taken the time to write or call us with their suggestions. It's important for us to know what you like and dislike in our stores. Your letters and calls keep us on our toes. Keep them coming.

LEON. E. WEUR TEIN



LOBLAW SPECIAL! Geobers Strained All Meatles Varieties Baby Foods 4% FL OZ JAR

LOBLAW SPECIAL! All Varieties ... Duncan Hines Cake



LOBLAW SPECIAL! VIVA FANCY

Tomato Juice of the Raisin Pie

Green Beans 5 19 0Z. PGKS.

