

SALE... COME OUT AHEAD

These low prices speak for themselves. Join in the Celebrations. Come to Loblaw's... Come out ahead.

Loblaw's

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 Cob

5 LARGE COBS 49¢



Leon E. Weinstein
President, Loblaw Groceries 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 Loblaw's. 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. Weinstein

FROM FLORIDA! TASTY OFF-SEASON TREAT!

Pepper Squash

2 FOR 39¢

FROM CALIFORNIA! No. 1 GRADE!

Green Cabbage

EACH 29¢

FROM ISRAEL! SWEET JUICY! LARGE SIZE 75

Jaffa Oranges

DOZEN 79¢

FROM CALIFORNIA! No. 1 GRADE! CRISP

Fresh Lettuce

EACH 19¢

LOBLAW SPECIAL!

With Natural Orange or Blended

Treesweet Juices

2 48 FL OZ TINS 89¢

LOBLAW SPECIAL!

Cobblers, Strained All Weather Varieties

Baby Foods

4 1/2 FL OZ JAR 13¢

LOBLAW SPECIAL!

All Varieties Duncan House

Cake Mixes

2 19 OZ PKGS 89¢

LOBLAW SPECIAL!

Spring Vegetable, Chicken or Turkey Noodle

Lipton Soup Mixes

2 PKGS 47¢

LOBLAW SPECIAL! VIVA FANCY

Tomato Juice 48 FL OZ TIN 27¢

LOBLAW SPECIAL! KITCHEN PRIDE

Raisin Pie LARGE 24 OZ SIZE 45¢

LOBLAW SPECIAL! STOKELY'S FANCY ASSORTED HONEY POD PEAS, CREAM STYLE CORN, CUT GREEN OR WAX BEANS

Vegetables 5 14 FL OZ TINS 1⁰⁰

LOBLAW SPECIAL! GOLDEN ACRES FANCY FROZEN FRENCH CUT

Green Beans 5 19 OZ PKGS 1⁰⁰

LOBLAW SPECIAL!

In House Soft

Jelly Powders

5 3 OZ PKGS 11¢

LOBLAW SPECIAL!

French's Brown, Onion or Mushroom

Gravy Mixes

5 PKGS 1⁰⁰

LOBLAW SPECIAL!

Orange Pekoe

Salada Tea Bags

60s PKG 74¢

LOBLAW SPECIAL!

Stokely's Dark or The Orleans Style

Red Kidney Beans

2 14 FL OZ TINS 39¢