

**MAXI-SAVE  
DEEP CUT  
PRICES**

# Loblaws BIRTHDAY SALE

It's our Birthday again and we're celebrating the occasion with a big Birthday Sale that will give our customers even greater savings ..... Maxi-Save Deep Cut Prices ..... Guaranteed Foods of Quality.

**DEEP CUT PRICES  
EVERYDAY, ANY DAY**

- LOBLAW PROCESS CHEESE SLICES 16 OZ. PKG. **66¢**
- VIVA MACARONI or SPAGHETTI 2 LB. BAG **35¢**
- CHARCOAL or BRIQUETS 5 LB. BAG 10 LB. BAG **44¢ 77¢**
- ESSO FIRE STARTER 32 FL. OZ. TIN **32¢**
- BICK'S POLSKIE OGORKI DILL PICKLES 48 FL. OZ. JAR **69¢**
- HEINZ KETCHUP 15 FL. OZ. BOTTLE **37¢**
- KRAFT MAYONNAISE 16 FL. OZ. JAR **49¢**

**DEEP CUT PRICES  
EVERYDAY, ANY DAY**

- NABISCO SHREDDED WHEAT 10 1/2 OZ. PACKAGE **29¢**
- POST HONEY COMB 6 OZ. PACKAGE **39¢**
- VIVA LONG GRAIN RICE 2 LB. BAG **39¢**

**BIRTHDAY SUPER BUY**

VACHON RASPBERRY OR STRAWBERRY WITH PECTIN JAM 24 FL. OZ. JAR **49¢**



- WITH CHEESE HEINZ SPAGHETTI 28 FL. OZ. TIN **29¢**
- VALU PURE SOAP FLAKES 3 LB. PACKAGE **85¢**
- TIDE XK DETERGENT 20 OZ. PACKAGE **55¢**
- EXPLORE LIQUID DETERGENT 64 FL. OZ. BOTTLE **89¢**

**SUPER BUYS**

- WESTON'S SQUARES CHOCO GRAHAM 23 OZ. BAG **69¢**
- MORTON FROZEN DINNERS 11 OZ. PKG. **49¢**
- CHOICE CUTTINGS CUDNEY ASPARAGUS 12 FL. OZ. TIN **27¢**

**SUPER BUYS  
QUALITY MEATS**

CHOICE -RED OR BLUE BRAND BEEF-  
**STEAKS or ROASTS  
BONELESS ROUND**

BOTTOM OR FULL SLICE

**109**

LB.

CHOICE FROZEN PORK TENDERLOIN **98¢**

SWEET PICKLED COTTAGE ROLLS **55¢**

SX BRAND RINDLESS SIDE BACON **57¢**

**BIRTHDAY SUPER BUY**

E.D. SMITH GARDEN COCKTAIL 28 FL. OZ. BOTTLE **31¢**



**BIRTHDAY SUPER BUY**

MAZOLA PURE CORN OIL 32 FL. OZ. BOTTLE **89¢**



**BIRTHDAY SUPER BUY**

"BABIES ONLY PLEASE" BATHROOM TISSUE 3 2 ROLL PKGS. **1.00**



**BIRTHDAY SUPER BUY**

BLUE BONNET COLOURED MARGARINE 3 LB. PKG. **99¢**



- SUNFRESH EVAPORATED MILK 2 16 OZ. TINS **35¢**
- KRAFT SALAD DRESSING MIRACLE WHIP 32 FL. OZ. JAR **63¢**
- JELL-O WHIP'N CHILL 3 3/4 OZ. PACKAGE **25¢**
- AUNT JEMIMA PANCAKE or WAFFLE MIX 16 OZ. PACKAGE **25¢**

- SUPER BUY LOBLAWS CHERRY CAKE EACH **59¢**
- SUPER BUY WESTON'S YEAST DONUTS PKG. OF 12 **45¢**
- SUPER BUY VIVA TOMATO PASTE 5 1/2 FL. OZ. TIN **11¢**
- SUPER BUY HOSTESS CHOCOLATE CHIP COOKIES 1 LB. BAG **49¢**

**BIRTHDAY SUPER BUY**

YORK FANCY KERNEL CORN, PEAS, CREAM STYLE CORN, CUT GREEN OR WAX BEANS VEGETABLES 14 FL. OZ. TINS **1.00**



- IVORY LIQUID DETERGENT 32 FL. OZ. BOTTLE **97¢**
- LIQUID JAVEX BLEACH 32 FL. OZ. BOTTLE **29¢**
- CROWN CORN SYRUP 3 LB. BOTTLE **59¢**
- GREER'S CHOICE TOMATOES 28 FL. OZ. TIN **29¢**

**BIRTHDAY SUPER BUY**

REGULAR OR MINT CREST TOOTH PASTE FAMILY SIZE TUBE **83¢**



- KOOL-AID 5 PKGS. **29¢**
- STAFFORD SUNDAE SAUCES 9 FL. OZ. JAR **33¢**
- MOTHER PARKER'S INSTANT COFFEE 10 OZ. JAR **1.28**
- THRIFTY CUP TEA BAGS 100'S BAG **63¢**

**BIRTHDAY SUPER BUY**

- DEL MONTE EXTRA LARGE PRUNES 16 OZ. PACKAGE **49¢**
- KRAFT MARSHMALLOWS 10 1/2 OZ. PKG. **33¢**
- CADBURY'S CHOCOLATE BISCUITS 6 OZ. PACKAGE **43¢**
- SOVEREIGN WHITE SOLID TUNA 7 OZ. TIN **51¢**

**BIRTHDAY SUPER BUY**  
VAN CAMP'S IN TOMATO SAUCE BEANS with PORK 14 FL. OZ. TINS **1.00**



- MARTIN'S FROM CONCENTRATE APPLE JUICE 48 FL. OZ. TIN **25¢**
- DEL MONTE FANCY SLICED PEACHES 28 FL. OZ. TIN **42¢**
- CHOICE DESSERT HALVES CUDNEY PEARS 19 FL. OZ. TIN **25¢**
- SARAN WRAP 12"x50 FT. ROLL BOX **34¢**

**BIRTHDAY SUPER BUY**  
POWDERED DEAL PACK SUNLIGHT DETERGENT 5 LB. PKG. **1.33**



**QUALITY PRODUCE SUPER BUYS**

- FROM FLORIDA! NO. 1 GRADE 1 SALAD FAVORITE! **TOMATOES** CELLO PKG. **29¢**
- FROM FLORIDA! NEW SPRING CROP! NO. 1 GRADE! **CORN ON THE COB** 5 FOR **49¢**
- FROM CALIFORNIA! NO. 1 GRADE! SNOW WHITE HEADS! **CAULIFLOWER** EACH **49¢**
- FROM TEXAS! SWEET EATING! LUSCIOUS FLAVOURFUL! **HONEY DEWS** EACH **39¢**

Special Offer!  
at LOBLAWS

**PORCELAIN FINE CHINA**

VALUABLE COUPON WORTH 3.45  
TOWARD THE PURCHASE OF  
**BEVERAGE SERVER**  
REG. PRICE 13.70 IN THE LESS COUPON 3.45 PATTERN OF YOU PAY 10.25 YOUR CHOICE  
COUPON GOOD UNTIL JUNE 8 1971  
See store display for complete details

- SHOPSYS ALL BEEF FRANKFURTERS 1 LB. PKG. VAC PAC **63¢**
- IMPORTED SHORT SHANK LAMB LEGS WHOLE or BUITT HALF LB. **59¢**
- SX BRAND SLICED MOCK CHICKEN LOAF 16 OZ. PKG. **59¢**
- SCHNEIDERS "MINI DELI" Lyoner or Pickle & Pimento 10 OZ. EACH **79¢**
- SCHNEIDERS "MINI DELI" Beerwurst or Polish sausage 10 OZ. EACH **89¢**
- SCHNEIDERS PIZZA PIES ONE 14 OZ. PEPPERONI AND ONE 12 OZ. CHEESE BOTH FOR **1.19**
- PRIMO BRAND MORTADELLA CHUBS LB. **69¢**
- PENNYWISE BEEF STEAKETTES 1 LB. PKG. **69¢**
- RUPERT BRAND COOKED FISH CAKES 24 OZ. PKG. **75¢**

**BIRTHDAY SUPER BUY**

WHITE SWAN FACIAL TISSUE 180'S 2 PLY SHEETS PKG. **25¢**



**BIRTHDAY SUPER BUY**

HUMPTY DUMPTY PLAIN OR RIPPLE POTATO CHIPS 7 OZ. PKG. **43¢**



**BIRTHDAY SUPER BUY**

SCHNEIDER'S OLD COLOURED OR WHITE CHEDDAR CHEESE 12 OZ. WEDGE **69¢**



**BIRTHDAY SUPER BUY**

EDGE BROOK CANADA GRADE A LARGE EGGS DOZ. **35¢**



**BIRTHDAY SUPER BUY**

WHITE SWAN PAPER TOWELS 2 ROLL PKG. **50¢**



**BIRTHDAY MAXI-SAVE**

PETER JACKSON CIGARETTES KING SIZE CARTON OF 200'S **4.69**

