

with confidence at Loblaw

you manage better. . . Our ground meat analyzer

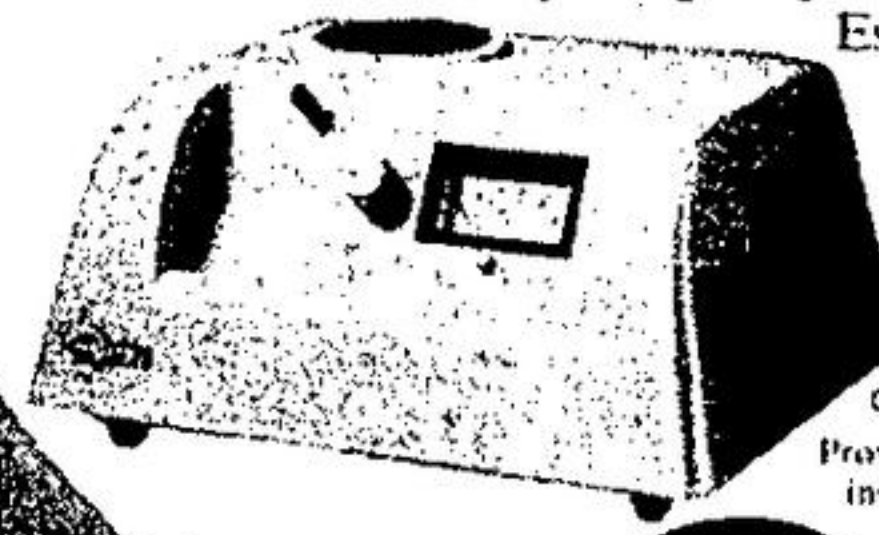
will make sure
you're getting your
money's worth!

The Loblaw's Ground Meat Analyzer is now in all Loblaw's Meat Departments. What it does is simply provide you with an accurate reading of the fat content in our ground meat. Each time a fresh amount of hamburger or ground beef is made, a check is made to determine the proper content of fat. And you'll be certain that the ground meat you buy is every bit as good as we believe it is.

Of course, knowing the fat content of the ground meat you buy doesn't really mean too much unless you understand the way we classify ground beef. Loblaw's ground beef comes under three classifications. Hamburger, formerly called minced beef, with a fat content of 27% or less. Ground beef, formerly minced chuck, with a fat content of 20% or less.

And Lean Ground Beef, formerly minced steak, with a fat content of 15% or less. Loblaw's wants you to know what you're getting for your money.

Especially when it comes to meat.



GMA
GROUND MEAT ANALYZER
Provides fat content
instantaneously
and Non-Destructive




FRESH pork shoulder roasts
66¢ lb.



CANADA GRADE A BEEF short rib roasts
88¢ lb.



FRESH BONELESS butt pork roasts
99¢ lb.



CANADA GRADE A BEEF blade roasts
92¢ lb.



FRESH butt pork chops
99¢ lb.



CANADA GRADE A BEEF stewing beef
1.28 lb.



MAPLE LEAF or HUNT OF MAPLE BRAND sliced side bacon
1.44 1 lb. pkg.



PREVIOUSLY FROZEN SKINLESS beef liver
88¢ sliced lb.

MAPLE LEAF BRAND MINCED HAM, PORK AND BACON or SALAMI SAUSAGE
cooked meat chunks LB. **1.15**

MAPLE LEAF or LUCAS ARTHURS BRAND
sliced bologna 1 LB. PKG. **88¢**

SWIFT'S PREMIUM OLD WORLD—7 VARIETIES
salami chubs 20 OZ. EACH **1.78**

SWIFT'S PREMIUM or LUCAS ARTHURS BRAND
cooked ham SLICED 6 OZ. PKG. EACH **94¢**

SHOPSYS
corned beef or pastrami 4 2 OZ. PKGS. **1.28**

FAT CONTENT 15% OR LESS
FRESHLY GROUND lean ground beef
\$1.18 lb.
(formerly minced steak)

FAT CONTENT 20% OR LESS
FRESHLY GROUND ground beef
88¢ 2 lb. pkg. or more lb.
(formerly minced chuck)
lesser amounts lb. 95¢

FAT CONTENT 27% OR LESS
FRESHLY GROUND hamburger
55¢ 2 lb. pkg. or more lb.
(formerly minced beef)
lesser amounts lb. 59¢

Loblaw's cake mix
59¢ 18 oz. pkg.
white supreme, chocolate supreme, cherry supreme, golden dream or dutch devil food

—FROZEN FOODS—
GUDNEY FROM CONCENTRATE
orange juice 32.5 FL. OZ. **29¢**
LOBLAWS FANCY MIXED vegetables POLY BAG 2 LB. **79¢**
VALLEY FARM choice peas 2 LB. POLY BAG **69¢**
STOUFFER'S potatoes au gratin 11.5 OZ. PKGS. **3.10**

LOBLAWS SALTED or NOT SALTED
Crackers 1 LB. PKG. **59¢**

HOSTESS PARTY MIXTURE JU-JUBES or GRAND SLAM
Candies 8 OZ. CELLO PKG. **55¢**

LOBLAWS PROCESS PLAIN
Cheese Slices 16 OZ. PKG. **97¢**

FRENCH'S PREPARED
Mustard 16 FL. OZ. JAR **44¢**

LOBLAWS
Cat Litter 5 LB. BAG **49¢**

FOR DOGS AND CATS CHUNKY STEW, BEEF 'N LIVER CHUNKS or 100% MEAT
Town and Country 14 1/2 OZ. TIN **29¢**

ULTRA
Kotex Tampons 40's PKG. **1.89**

HEINZ JUNIOR (MEATLESS)
Baby Foods 7 1/2 FL. OZ. JAR **28¢**



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The Stamp Saver Album is a full colour book that's just bursting with all sorts of interesting things.

WE RESERVE THE RIGHT TO LIMIT QUANTITIES.

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