

FROZEN FOOD SALE!



If you ever needed a better reason to come on over to Loblaws, the February Frozen Food Sale is it.

It's a great chance for you to stock up on nutritional frozen juices, vegetables and fish, all at very low, better reasons to stock up on frozen foods, we've got some information that will definitely help you do it. The things that make frozen foods so popular are their convenience, their freshness and their overall quality. Frozen foods are the hands down choice.

FROZEN CONCENTRATED ORANGE JUICE

Frozen concentrated orange juice is made entirely from oranges—no food additives or extra sugar. Its cost per quart when reconstituted is approximately the same as orange-flavoured drinks and cordials, but it has definite advantages in flavour and nutritional value.

This chart illustrates just how great a bargain pure frozen orange juice really is.

Item	Price per unit	Volume (liters)	Price per liter	Price per quart
Frozen Orange Juice Reconstituted	44¢	120	0.37	1.50
Concentrated Orange Drink	42¢	135	0.31	1.25
Orange-Flavoured Carbonated Beverages	50¢	115	0.43	1.75
Orange-Flavoured Crystals, reconstituted	45¢	135	0.33	1.35

FROZEN BREAD
Frozen bread is also a great way to save money. Think about this: a freshly baked, one pound loaf of bread made from frozen dough costs from 20¢ to 25¢, depending on brand and package size. Now, when you compare this to the price of commercially made bread, 45¢ to 48¢ for a one pound loaf, the savings become very obvious. And when you consider that nothing smells nicer or tastes fresher than freshly baked bread, it's easy to see that saving money can actually be a very pleasant experience.

FROZEN VEGETABLES
When you cook frozen vegetables, they're small, fresh, look like they were just picked, and taste as crisp and delicious as anything you please. When you buy frozen vegetables, you can also be sure that you're getting a lot of nutrition for your money, too, because frozen vegetables possess most canned vegetables in nutritional content. Bring easy and quick to prepare just provides you with a pair of extra reasons to stock up on frozen vegetables. This month at Loblaws.

FROZEN FISH
Far and away one of the best buys in the Frozen Food Department, frozen fish fillets are easy to prepare, economical to buy and an excellent source of protein. Nutritionally speaking, fish and meat are on an even keel, and that makes it a great buy anytime. The big difference is that fish generally costs less. And that makes it a great buy anytime.

Item	Price per unit	Volume	Price per unit
Ocean Perch Fillets (5 lb. box)	\$0.64	15.3c	
Cod Fillets	\$1.19	29.8c	
Boston Blue Fillets	\$0.89	19.2c	
Hot Dogs (Loblaws All Meat)	\$0.89	30.0c	
Stewing Beef (Boneless Chuck)	\$1.46	34.9c	
Ground Beef	\$0.95	22.4c	
Sirloin Steak (with bone)	\$1.76	50.1c	

Golden Acres frozen lasagna and cheese **59¢**

Golden Acres frozen macaroni and cheese **51.00**

Heinz built-in-broth frozen meat entrees **29¢**

Canadian Frozen Hash Brown Potatoes **41.00**

Golden Acres frozen lasagna beef, turkey, beef, chicken or sausage **49¢**

Rhodex frozen bread dough white or brown **99¢**

Canada Grade A Beef Boneless chuck roasts **1.12**

Schneiders red hats or Loblaws Wieners **78¢**

Pre-frozen young turkeys **68¢**

Apple pickled cottage rolls **99¢**

Armeded kippers **78¢**

Freshly ground hamburger **48¢**

Cham Chateaux Beef Stew **1.18**

Cooked smoked pork shoulders **79¢**

Schneiders mini sizzlers or Loblaws pork sausage **98¢**

Cod fish krippe **62¢**

Freshly ground beef **76¢**

Schneiders of Loblaws sliced side bacon **1.44**

Shopsys All Beef frankfurters **92¢**

Schneiders beef pies **99¢**

Headlock Black **1.08**

Freshly ground lean ground beef **1.24**

Schneiders of Loblaws bologna **98¢**

Shop's Country Cut fryer parts **64¢**

Schneiders turkey quarters **77¢**

Pure Jam **1.49**

Corried Beef **1.19**

Beef Burgers **2.29**

J Cloths **99¢**

Hot Chocolate **1.19**

Peanut Butter **1.49**

Fruit Cocktail **48¢**

Chelsea Buns **69¢**

Thin Skin oranges **5.59**

Heilsons's sherbet **39¢**

Alymer vegetable soup **16¢**

Clark's stew **79¢**

Nabisco shrewsbury **48¢**

Lyons two cup tea bags **59¢**

Swift's holiday luncheon meat **59¢**

Oxydol powdered detergent **1.99**

Shiriff's jelly powders **4.89**

Van Camp's in tomato sauce **29¢**

Prestige Spanish Mandarins **29¢**

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