

The image is a black and white advertisement for Loblaws. It features two large, high-contrast photographs of meat. On the left, there's a stack of what appears to be blade steaks, with the word 'blade' written vertically above 'steaks' in large, bold letters, and 'bone in' written below it. On the right, there's a pile of boneless stew beef. Below each photograph is a large, bold text label: 'blade steaks' on the left and 'boneless stew beef' on the right. To the left of the blade steaks, there's a circular graphic containing the text 'lowest price of the year' and some smaller, less legible text. Below this graphic is another circular graphic with the text 'cut from Canada grade "A" beef'. At the bottom left, it says 'why pay 2.38 lb.' and at the bottom right, it says 'why pay 2.48 lb.'. The background of the ad is a dark, textured surface.