

with confidence at Loblaw's

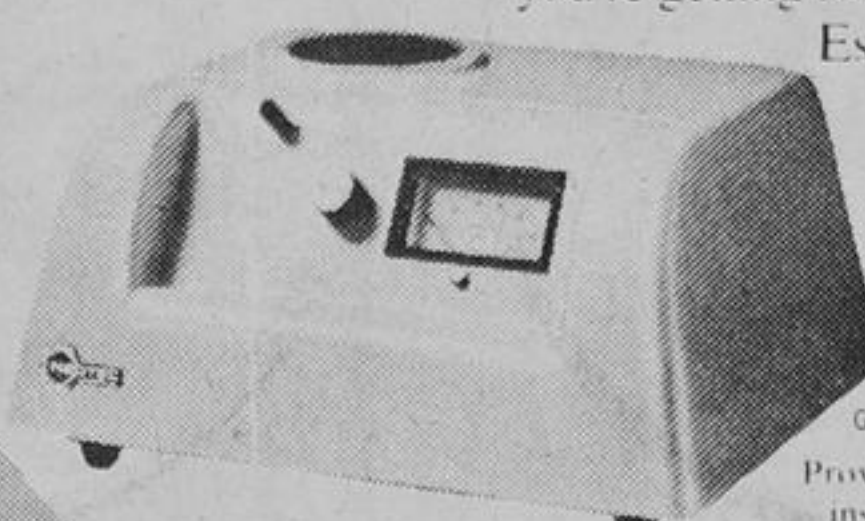
you manage better... Our ground meat analyzer

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^c**
lb.



CANADA GRADE A BEEF
short rib roasts
88^c
lb.



FRESH BONELESS
butt pork roasts
99^c
lb.



CANADA GRADE A BEEF
blade roasts
92^c
BLADE BONE OUT lb.




FRESH
butt pork chops
99^c
lb.



CANADA GRADE A BEEF
stewing beef
1²⁸
BONELESS SHANK lb.



MAPLE LEAF or HINT OF MAPLE BRAND
sliced side bacon
1⁴⁴
1 lb. pkg.



PREVIOUSLY FROZEN SKINLESS
beef liver
88^c
SLICED lb.

MAPLE LEAF BRAND MINCED HAM, PORK AND BACON or SALAMI SAUSAGE **1¹⁵** LB.

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

SWIFT'S PREMIUM OLD WORLD—7 VARIETIES **1⁷⁸** 20 OZ. EACH salami chubs

SWIFT'S PREMIUM or LUCAS ARTHURS BRAND **94^c** 6 OZ. PKG. EACH sliced cooked ham

SHOPSYS **4^{1²⁸}** 2 OZ. PKGS. corned beef or pastrami

FAT CONTENT 15% OR LESS

FRESHLY GROUND lean ground beef

\$1¹⁸ lb.

(formerly minced steak)

FAT CONTENT 20% OR LESS

FRESHLY GROUND ground beef

88^c 2 lb. pkg. or over lb.

(formerly minced chuck)
lesser amounts lb. **95^c**

FAT CONTENT 27% OR LESS

FRESHLY GROUND hamburger

55^c 3 lb. pkg. or over lb.

(formerly minced beef)
lesser amounts lb. **59^c**

Loblaw's cake mix

59^c 18 oz. pkg.

white supreme, chocolate supreme, cherry supreme, golden dream or dutch devils food

—FROZEN FOODS—

CUDNEY FROM CONCENTRATE **29^c** 12.5 FL. OZ. TIN orange juice

LOBLAWS FANCY MIXED **79^c** 2 LB. POLY BAG vegetables

VALLEY FARM **69^c** 2 LB. POLY BAG choice peas

STOFFER'S **3^{1⁰⁰}** 11.5 OZ. PKGS. potatoes au gratin

LOBLAWS SALTED or NOT SALTED **59^c** 1 LB. PKG. Crackers

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

LOBLAWS PROCESS PLAIN **97^c** 16 OZ. PKG. Cheese Slices

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

LOBLAWS **49^c** 5 LB. BAG Cat Litter

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

ULTRA **1⁸⁹** 40's PKG. Kotex Tampons

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

WE RESERVE THE RIGHT TO LIMIT QUANTITIES.



FREE NHL ACTION PLAYER STAMPS

With every visit you make to Loblaw's you can pick up a packet of 8 Action Players Stamps.

NHL ACTION PLAYER STAMP ALBUM **2⁴⁹** each

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

ALSO VALUABLE DISCOUNT COUPONS ON WELL KNOWN PRODUCTS
With every packet of 8 Action Players Stamps.