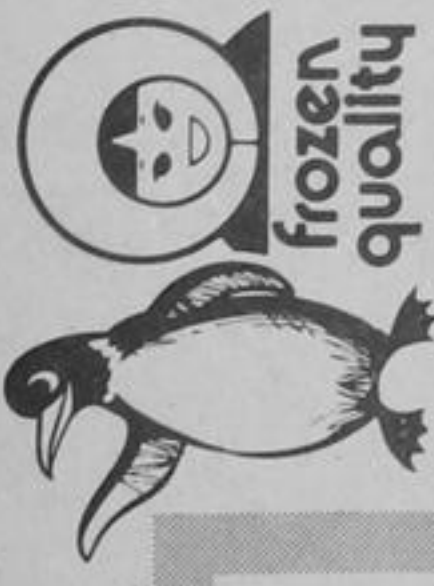


FROZEN FOOD SALE!



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

It's a great chance for you to stock up on nutritional frozen juices, vegetables and fish, at prices that are very low.

And if you ever needed a better reason to stock up on frozen foods, we've got some information that will definitely be of interest to you.

When it comes right down to the nitty gritty things like nutrition, flavour, freshness and 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 crystals, but it has definite advantages in flavour and nutrition-wise.

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

CHECK THIS CHART AND COMPARE		Approx. Reg. Price Per Quart (40 oz.)	Calories	Vit. C (mg. per cup)	Vit. A (IU per cup)	Thiamine (mg. per cup)	Riboflavin (mg. per cup)	Niacin (mg. per cup)
Frozen Orange Juice Reconstituted	44¢	120	550	0.22	0.02	1.0		
Canned Orange Drink	42¢	135	40	130	0.05	0.02	0.2	
Orange-Flavoured Carbonated Beverages	50¢	115						
Orange-Flavoured Crystals, reconstituted	45¢	135	40					

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 29¢, 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 smell 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 surpass most canned vegetables in nutritional content. Being easy and quick to prepare just provides you with a pair of extra reasons to stock up on frozen vegetables. This month at Loblaw's.

FROZEN FISH

Far and away, one of the best buys in the Frozen Food Department, frozen fish fillets are easy to prepare, economical, tasty and an excellent source of protein.

Nutritionally speaking, fish and meat are on the same approximate scale. The big difference is that fish generally costs less. And that makes it a great buy anytime.

CHECK THIS CHART AND COMPARE	REGULAR PRICE PER POUND	COST PER 20 GRAMS OF PROTEIN*
OCEAN PERCH FILLETS (5 LB. BOX)	\$0.64	15.3¢
COD FILLETS	\$1.19	29.8¢
BOSTON BLUE FILLETS	\$0.89	19.2¢
HOT DOGS (LOBLAWS ALL MEAT)	\$0.89	30.0¢
STEWING BEEF (BONELESS CHUCK)	\$1.48	34.9¢
GROUND BEEF	\$0.95	22.4¢
SIRLOIN STEAK (WITH BONE)	\$1.78	50.1¢

*Recommended daily intake of protein for Canadian adults ranges from 55 to 64 grams depending upon weight and stature.

Seabrook frozen tinned peas
59¢ for 2 lb. poly bag

Golden Acres frozen macaroni and cheese
51.00 for 2 lb. poly bag

Heinz bolli-bag frozen meat entrees
29¢ for 5 oz. pkg.

Carnation Frozen Hash Brown Potatoes
41.00 for 2 lb. bag

Golden Acres frozen dinners
49¢ for 11 oz. pkg.

avocado's 4 for **1.00**

oranges **5** for 59¢
fresh lemons **5** for 69¢
orange juice **88¢** for 64 FL. OZ. BOTTLE
tropical green plants **79¢** each

Avimer vegetable soup **16¢** for 1 pint tub
Neilson's sherbet **39¢** for 1 pint tub
Clark's stews **79¢** for 24 oz. tin
Lyons two cup tea bags **59¢** for 100% poly bag
Oxydol powdered detergent **\$1.99** for 1 lb. box

Rhodes frozen bread dough
99¢ while or brown

smoked kippers
78¢ Macrae imported

cod fish krispis
62¢ Blue Water brand cooked

haddock fillets
\$1.08 for 1 lb. Omelet brand cooked

whiting fillets
76¢ for 1 lb. Omelet brand cooked

cod fillets
\$1.08 for 1 lb. Omelet brand cooked

Shirriff's jelly powders
489¢ for 3 oz. pkg. all flavours

Beans with Pork **29¢** for 14 FL. OZ. TIN
Mandarin Oranges **29¢** for 10 FL. OZ. TIN

CANADA GRADE A BEEF boneless chuck roasts
1.12 lb.

FRESHLY GROUND hamburger
48¢ for 1 lb. FARMER'S MARKET BEEF

FRESHLY GROUND ground beef
76¢ for 1 lb. FORMERLY CHUCK

FRESHLY GROUND LEAN ground beef
1.24 for 1 lb. FORMERLY MINUTE STEAK

Schneiders red hots or Loblaw's Wieners
78¢ for 1 lb. pkg. SKINLESS

CANADA GRADE A BEEF BONELESS shank stewing beef
1.18 lb.

SCHNEIDERS OF LOBLAWS sliced stife bacon
1.44 for 1 lb. pkg.

SCHNEIDERS beef steakettes
68¢ for 1 lb. PKG.
cooked meat chubs **94¢** for 8 oz. EACH
meat rolls **48¢** for 8 oz. EACH
bologna sliced **98¢** for 1 lb. PKG.
cooked meats **44¢** for 6 oz. PKG. EACH

PRESSED CANADA GRADE A young turkeys
68¢ for 12 TO 15 LB.

COOKED SMOKED pork shoulders
79¢ for 1 lb. PINK STYLE

SHOPPY'S ALL BEEF frankfurters
92¢ for 1 lb. pkg.

FRESH "COUNTRY CUT" fryer parts
64¢ for 3 TO 5 LB. AVERAGE
turkey quarters **77¢** for 3 TO 5 LB. AVERAGE
beef liver **94¢** for 1 LB.
calves liver **1.68** for 1 LB.
mortadella pikantwurst or lyona sausage **68¢** for 6 oz. PKG. EACH

sweet pickled cottage rolls
99¢ for 1 lb. PKG.

Schneiders mini sizzlers or Loblaw's pork sausage
98¢ for 1 lb. pkg.

SCHNEIDERS beef pies
99¢ for 13 oz. pkg.

SHIRRIFF'S JELLY POWDERS
489¢ for 3 oz. pkg. all flavours

OUR NEW 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 your ground beef. It's made to determine the proper content of fat or ground beef is made. A check is made to determine the proper content of fat or ground beef is made. Loblaw's ground beef comes under three classifications: Hamburgers, with a fat content of 15% or less; Lean Ground Beef, with a fat content of 15% or less; Loblaw's labels every package of ground beef with the percentage of fat content.

Now kids can look it up in their own **Funk & Wagnalls.** IT'S CALLED THE YOUNG STUDENTS ENCYCLOPEDIA CHAPTER **29¢** VOLUME FOUR **\$1.89** EA. NOW ON SALE **ONE**

Loblaw's
More than the price is right.

Effective at **38¢** 1 lb. print
Bonnie Parchment **margarine** Heights Only

- Hot Chocolate **1.19** for 16 oz. PKG.
- Peanut Butter **1.49** for 2 lb. JAR
- Fruit Cocktail **48¢** for 14 oz. TIN
- Chelsea Buns **69¢** for 1 PKG. OF 6
- Sockeye Salmon **95¢** for 12 oz. TIN
- Bathroom Tissue **88¢** for 4 ROLL
- Cremelle Creamer **1.15** for 16 oz. JAR
- Bouillion Sachets **46¢** for 12 x 1 PKG.
- Pure Jam **1.49** for 24 FL. OZ. JAR
- Cornd Beef **1.19** for 12 oz. TIN
- Beef Burgers **2.29** for 72 oz. PKG.
- J-Cloths **99¢** for 12 x 1 PKG.