

# GRAND UNION'S SAV-A-SEAL PLAN

## MAILED AS A MARKETING REVOLUTION

The new Grand Union Sav-A-Seal Plan has excited an immediate response. Canadians from all walks of life applaud the plan as an enlightened project. For the first time, a marketing plan has been developed that is threefold: the householder may shop for quality foods at lowest prices—invest the savings conveniently and safely and finally, receive generous guaranteed interest.



MRS. VERMA FORME, Housewife, 38 Woodlawn Avenue West. "Besides being a good place to shop Grand Union is the best place to save money—both on food and through Sav-A-Seals."



MR. MICHAEL LIPP, Service Station Owner, 1122 Bay Street. "The plan makes sense to me in that of offering prizes and premiums. It makes our family save money for ready workable projects."



MRS. EMMILY LAY, School Teacher, 34 High Park Blvd. "This is a sensible and convenient way for a shopper to save. Anyone will be impressed with the guaranteed interest of 13.5 per cent."



MRS. ELMOR J. BUTLER, Housewife, 93 Bumsy Road, Toronto. "I think Sav-A-Seals is a very good idea. It will help people save ready cash easily."

### WHAT IT IS:

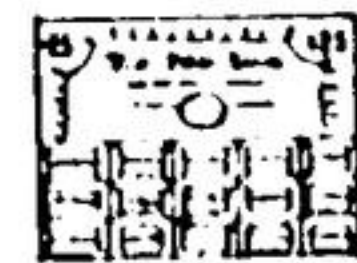
### WHERE IT IS:

### WHO PARTICIPATES:

### WHY PARTICIPATE:



Buy Sav-A-Seals when you shop at your neighborhood Grand Union Supermarket.



Convert one completed book (of \$22 in stamps) into a \$23 bond, worth \$25 after one year.



Post them in your free Sav-A-Seal savings book.

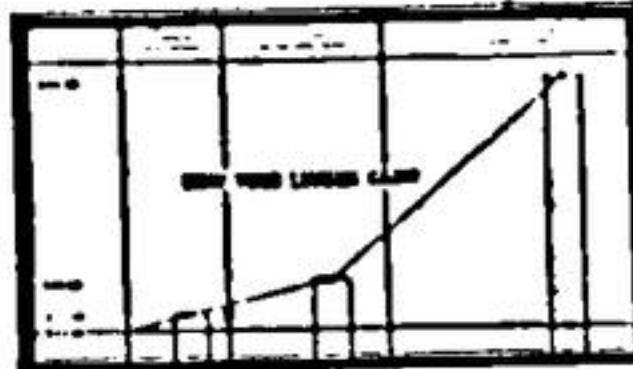


Every Grand Union Supermarket in Canada invites you to participate.



Your cashier, at the checkout, will provide you with Sav-A-Seals based on your purchases.

It is a voluntary plan anyone who shops at Grand Union may collect Sav-A-Seals. You may purchase a 3¢ seal with every 50¢ purchase.



You save 3 ways you buy quality foods for less at Grand Union. You can invest your savings in convenient Sav-A-Seals convert to Sav-A-Bonds and let your savings earn 13.5% the very first year. This does not constitute an offer for sale of the Bonds as a indication of an offer to buy the Bonds, the offer being solely contained in the Prospectus with respect to the Bonds. A copy of the Prospectus containing complete information with respect to the Bonds may be obtained upon request from the store manager of any Grand Union store of Limited's Limited situated in Canada.

- HUNT'S **Tomato Sauce** 5 <sup>7 1/2</sup> OZ. CANS **25¢**
- BETTY CROCKER **CAKE MIXES** 3 <sup>20 OZ. PKGS.</sup> **\$1**
- 1 1/2 OFF RED ROSE **COFFEE** INSTANT 5 OZ. JAR **99¢**
- McLARENS **PEANUT BUTTER** 16 OZ. JAR **35¢**
- BLUE & GOLD **PEAS** 5 <sup>15 OZ. CANS</sup> **88¢**
- AUNT JEMIMA—REG., BUCKWHEAT, BUTTERMILK **PANCAKE FLOUR** 2 <sup>20 OZ. PKGS.</sup> **39¢**
- WHITE, DEVIL'S FOOD, MARBLE **CORN SYRUP** 2 <sup>2 LBS. CANS</sup> **59¢**
- CROWN BRAND **LIQUID DETERGENT** 12 OZ. CAN **37¢**
- 6 1/2 OFF MAPLE LEAF **ZERO COLD-WATER SOAP** 7 OZ. PKG. **45¢**
- THE NEW MIRACLE CLEANER **LESTOIL** 16 OZ. BTL. **47¢** 32 OZ. BTL. **85¢**

CRISP, HAND PICKED, FANCY GRADE McINTOSH  
**APPLES**  
6 QT. BSKT. **59¢**



- CRISP, GARDEN FRESH No. 1 GRADE, **CELERY HEARTS** BCH. **15¢**
- CANADA No. 1 GRADE FIRM, **YELLOW ONIONS** 3 LB. POLY BAG **19¢**
- FIRM, GREEN, HOME GROWN **BRUSSEL SPROUTS** QT. BOX **25¢**

OCEAN SPRAY, FRESH **CRANBERRIES**  
1 LB. CELLO PKG. **25¢**

9 MILL ST.

VALUES EFFECTIVE OCTOBER 2 - 3 - 4

ACTON, ONT.

HOURS: CLOSED MONDAY - FRIDAY 8.30 - 9.00 - OTHER DAYS: 8.30 - 6.00