



Terrace Bay, Ontario,
February 4, 1960.

NOW IN EFFECT
TERRACE BAY, ONT. PHONE TA 2 3221



Dear Friend & Customer:

It has been our pleasure in past years to serve you with your food requirements through our store. We have always appreciated your patronage, and we have always established store policies that we felt would make us deserving of your patronage.

We have continually looked for ways to serve you better. After considerable study, and with the assistance and counsel of our Clover Farm organization, we are convinced that we can render better service, and provide better prices, by making some major physical changes in our store and by making a change in our operating policy.

The remodelling changes in our store which are now completed will make your shopping even more convenient and pleasant.

The change in our policy will be to revise our method of operation from a credit store to a policy of selling for cash only. This new policy will go into effect on February 4th and, from then on, we will be known as the L & L Clover Farm Market; we will continue as sole owners of our stores, but will be associated with other Clover Farm Stores throughout Canada and the United States.

At that time we will have drastically reduced shelf prices throughout the Store. These lower prices will be made possible through the savings brought about by the physical changes in our store, and the change in operating policy. Our remodelling will effect efficiencies in operation and our cash policy means that we can operate on a lower margin. Savings will be passed on to you in the lower prices.

Phone orders and delivery service will be continued on a C.O.D. basis with a small charge added: namely, 15¢ per phone call order and 25¢ for delivery.

You have always been one of our finest customers, and it is our desire to continue to serve you. In fact, our desire to serve you better caused us to make these changes in our business.

Won't you stop in at your earliest convenience and take advantage of these changes.

Our plans for a Gala Opening have been delayed due to circumstances beyond our control. Watch for this big opening in the near future.

Yours very truly,

Alvin Lindberg

L & L FOOD MARKETS.