LOBLAWS is pleased to Announce the



LOBLAW-RCA VICTOR

TELEVISION-IN-THE-SCHOOLS

PLAN

Approved by PAROCHIAL

SCHUULS

In the City of Rochester

The LOBLAW-RCA Television-In-The-Schools PLAN has received the endorsement and sanction of the proper diocesan authorities.

These fine Television Sets will be GIVEN by LOBLAWS on the basis of YOUR VOTES for your school

TELEVISION IS A POWERFUL, IMPORTANT NEW EDUCATIONAL MEDIUM

Leading educators all over the country have acclaimed television as a powerful new educational medium for our schools. Television stations have pioneered in transmitting educational programs during the school term as their contribution to this new method of education. Soon, special broadcasts will bring to classrooms many outstanding personalities and experts in many fields, as well as demonstrations of skills and technical processes which might not otherwise be available for student instruction. And now a plan has been devised whereby you can help your favorite grade and high school obtain a 17-inch screen, RCA Victor Television Set.

> ADDRESS ALL INQUIRIES TO LOBLAW - RCA VICTOR PLAN FOR TELEVISION-IN-THE-SCHOOLS

1004 CULVER ROAD, ROCHESTER, N. Y.

The LOBLAW-RCA Plan is devised to make it possible for grade and high schools in Rochester to own a large screen television set, without cost. Every school or interested school group, such as parent and teacher organizations, has the opportunity of participating in the Plan.

Briefly, the Plan involves only the saving of LOBLAW cash register receipts, which are given to all customers with each purchase. All cash register receipts contribute to votes, however, votes are accumulated in dollar units . . . that is, each dollar's worth of cash register receipts is equal to one vote.

When the total of the LOBLAW receipts collected by your school or organization adds up to the required amount of votes, your school receives the RCA "Winston" Television-Phonograph combination set, plus one year's service, at no cost.

THIS IS HOW YOU MAY VOTE:

Whether you are a parent or a student, you will want to see your favorite school obtain this exceptional combination Television Set. Collect receipts (they are votes) from customers of LOBLAW super markets. Friends and neighbors will be happy to help you.

Be sure to turn your votes over to the participaling school for which you are voting, or to the designated person or group representing your school in the Plan. The sooner the necessary number of votes are collected, the sooner this fine R CA Victor "Winston" Television Set will be installed.

To get started, have your parent, school group,

or second authorities send an inquiry to the address in the adjoining column.

We regret that the Rochester Board of Education, being a tax-supported institution, does not believe it can accept the Plan for the Public Schools because of its commercial aspects. We hope the Board can see its way clear to do so in the near future. The proper diocesan authorities of Rochester have endorsed and sanctioned the Plan for all Parochial Schools. Loblaws would like to see all Rochester grade and high schools have the apportunity of receiving one of these fine RCA Television sets on the LOBLAW-RCA VICTOR Plan.

OFFICIAL STARTING DATE, THURS., OCT. 18 Begin Now to SAVE LOBLAW CASH REGISTER RECEIPTS EVERY RECEIPT COUNTS UP IN SCHOOL VOTES Elmi Rosa

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