



**ASSOCIATION POUR LE SOUTIEN ET L'USAGE
DE LA LANGUE FRANÇAISE**

Personne morale constituée en 1986 sous le nom de Association des usagers de la langue française, en vertu de la III^e partie de la Loi sur les compagnies (chap. C-38)

Fondateur et président honoraire : Robert Auclair

Québec, le 3 juillet 2019

Les Compagnies Loblaw limitée
1, President's Choice Circle
Brampton, Ontario L6Y 5S5

Re : The French word « vente »

Dear Madam, Dear Sir :

We receive frequently your circulars in French entitled with the word “vente”. We wrote to you many times in French in the past to draw your attention on the fact that the word “vente” should not be used to translate the word “sale” in that case. We noted that you continue to make that big mistake and we never received the least acknowledgement of receipt. What is going on in your French department? A big enterprise like yours must give the example of a publicity correct in French as in English. You are now a member of the very few important enterprises in Quebec who still use the wrong word “vente” to translate “sale”. SOLDE is the right word in French.

Check our suggestion with your translators or persons having a good knowledge of English and French. They should confirm our assertion.

We hope that you will accept our suggestion for the respect of the French language and for the reputation of your business. We would appreciate an answer. Thank you.

Robert AUCLAIR

RA/ac

p. j. Fiche Vente