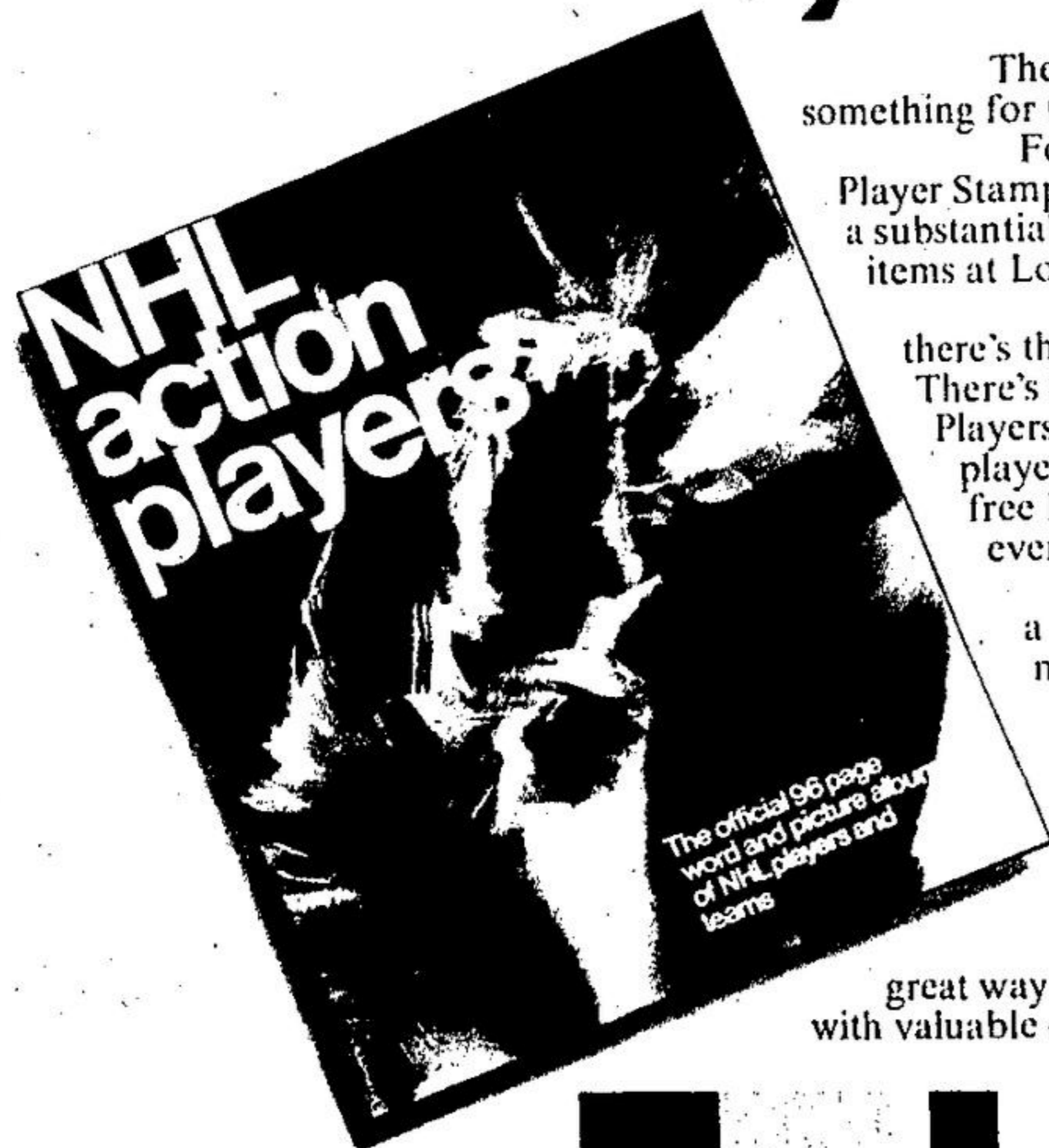




Your family can collect Action Players at Loblaws and you can collect money saving coupons.



The Loblaws Action Player Program has something for the whole family.

For you, there's a valuable coupon in each Action Player Stamp packet. And each of these coupons is good for a substantial saving on any one of a number of brand name items at Loblaws.

For the resident hockey fans in the family, there's the rest of the Action Players Stamp packet. There's 8 beautifully photographed, full colour Action Players Stamps, featuring some of the finest hockey players in the world today. And you can pick up a free Loblaws NHL Action Players stamp packet every time you visit Loblaws.

Action Players are fun to collect. But more than that, they're a great way for your kids to learn more about pro hockey. And the men who play it so well.

Of course, saving Action Players Stamps is one thing, but having a great place to keep them is something else. So we're offering the NHL Action Players Album. It's a full colour book that's just bursting with all sorts of interesting information. Information about hockey. The rules. The trophies and awards. The expansion. And much more. All for just \$2.49.

Loblaws Action Players are here. They're fun to collect. A great way to learn about hockey. And a great chance for you to save money with valuable coupons.



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More than the price is right.