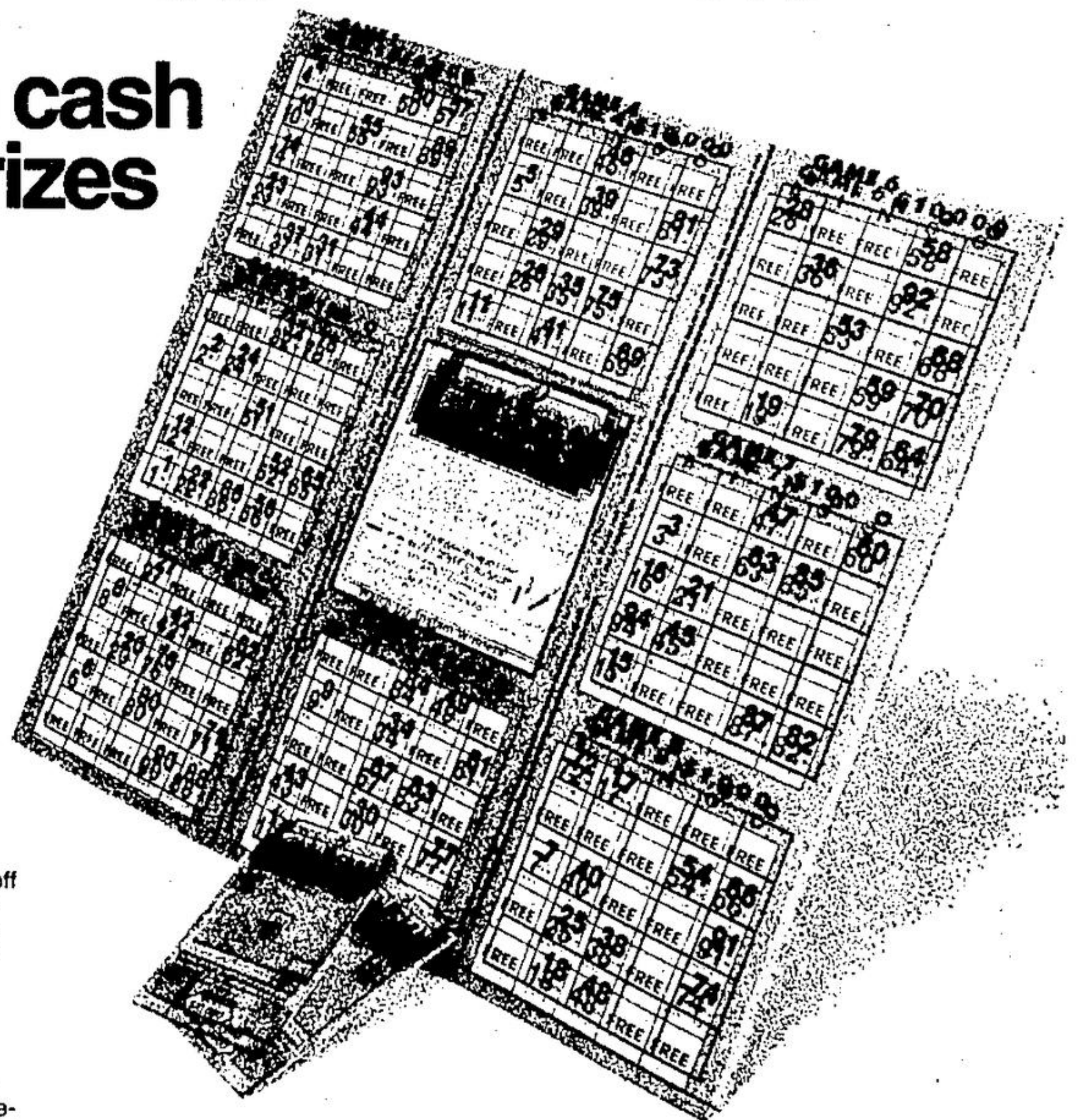


you can win **\$10,000** instantly  
play Loblaws scratch'n'score...

# BINGO

**\$500,000** in cash prizes

pick up your **free** collector card and game ticket at any Loblaws store.



**Rules & Instructions**

1. TO OBTAIN MATERIAL: With each visit to participating store, each adult (18 years or older) may obtain one Ticket and, on the first visit, one Collector Card. **NO PURCHASE REQUIRED.**
2. INSTANT GAME: Scratch off silver boxes with edge of coin. Prizes awarded for these combinations of "Go" boxes:  
Five up and down \$20.  
Five Diagonally \$2.  
Five Across \$5.  
All Four Corners \$1.  
plus the correct answer to a time-limited skill-testing question.

3. COLLECT GAME: Scratch off small silver boxes on lower portion of your ticket. Tear off stubs and save them on the Collector Card. TO WIN: Complete any game as instructed on the Collector Card and correctly answer a time-limited skill-testing question. You will receive a Claimant's Form (retain receipt) with which to request payment by cheque.
4. ALL TICKETS are subject to verification by Loblaws Limited and are void and may be rejected if not obtained through legitimate channels or if illegible, mutilated, forged, tampered with in any way, or contain printing or other errors. Liability for irregular tickets, or those not verified, limited to replacement of ticket. Persons using any device, scheme, information or method other than fair chance to play and win is disqualified. Any decision of Loblaws Limited herein is final on any matter and Loblaws Limited reserves the right to limit prize to one per household. Eligible winning tickets must be presented within 2 weeks after the end of the Game, or prizes are forfeited. Winner's tickets become the property of Loblaws Limited and cannot be returned. A complete list of contest winners is available for inspection at Loblaws Limited head office. Contest is subject to all Federal, Provincial and Local Laws.

5. Scratch-N-Score Bingo® Series 503 is played in 136 Loblaws stores in Ontario. 25,000,000 tickets have been printed in Series 503. Game series 503 ends when all tickets have been distributed or on November 19th, 1977, whichever is the earlier.
6. All tickets and collector cards must have same series number and are valid only in that series number game.
7. Offer not open to: Employees of Loblaws Limited and manufacturers of this game.
8. GAME COMMENCES: August 22, 1977. Game scheduled to end by November 19, 1977.
9. You can win in only one direction on one line at a time.

ODDS CHART							
Value	Game	Prizes	Value	Store Visits	Store Visits	Store Visits	Store Visits
\$10,000	5	5 \$ 50,000	1 in 5,000,000	1 in 384,615	1 in 192,307	1 in 192,307	1 in 192,307
\$ 1,000	50	50 \$ 50,000	1 in 50,000	1 in 38,462	1 in 19,231	1 in 19,231	1 in 19,231
\$ 100	500	500 \$ 50,000	1 in 50,000	1 in 3,846	1 in 1,923	1 in 1,923	1 in 1,923
\$ 20	2,000	2,000 \$ 40,000	1 in 12,500	1 in 901	1 in 450	1 in 450	1 in 450
\$ 5	8,000	8,000 \$ 40,000	1 in 3,125	1 in 240	1 in 120	1 in 120	1 in 120
\$ 2	30,000	30,000 \$ 80,000	1 in 833	1 in 64	1 in 32	1 in 32	1 in 32
\$ 1	210,000	210,000 \$ 210,000	1 in 119	1 in 9	1 in 4	1 in 4	1 in 4
Totals	250,000	565 250,535 \$500,000	1 in 100	1 in 8	1 in 4	1 in 4	1 in 4

over **250,000** chances to win

**ALL LOBLAWS STORES**  
**OPEN TILL 10 P.M.**  
WEDNESDAY - THURSDAY - FRIDAY  
Aug. 24                      Aug. 25                      Aug. 26  
EXCEPT WHERE PROHIBITED BY LAW

