

To Win The Game Of Loeb,



All You Need Is Loeb.

Scratch & Match your way to being the next big winner.

Just go into any Loeb, get a game card, match three Loeb's, and you could win \$100,000 instantly! Look for these great values on specially marked items as you play The Game of Loeb.

Contest ends Nov. 28. Winners must answer a skill testing question. Contest is open to residents of Ontario and Quebec.

Kellogg's Corn Flakes Cereal \$2.99
750 g

Tropicana or Tropics Chilled Juice or Blends, Assorted Varieties, 1.89L \$2.99

Natrel Milk, 4L Selected varieties (Also available 4L homogenized at \$4.49) \$3.99

Regular 950 ml or Ultra 635 ml, Assorted Varieties, or 1.4 kg Calgonite Dishwasher

Detergent Palmolive Liquid Dish Detergent \$1.79

Canned Vegetables/ Selected Varieties Aylmer or Primo, 540ml .89

Hershey Chocolate Bars, Assorted 10 pack, 481g \$4.99

Generation Pizza Puffs, frozen, pepperoni or deluxe, 600g \$3.49

Prices in effect November 11 to November 14, 1998. We reserve the right to limit quantities.

Scratch & Match Up To \$1,000,000 In Cash And Prizes.

LOEB CACHET
9255 Woodbine Ave., Markham