

1967-68 STEINBERG'S LUCKY PUCK

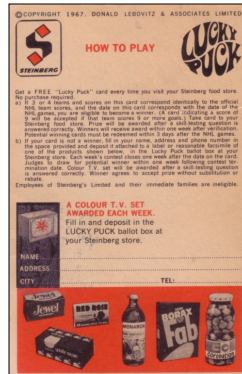
These promotional 2 1/2" x 3 7/8" cards were available at Steinberg's super markets during the 1967-68 season. There would be weekly cards that you would scratch the scores for 2 Saturday night hockey games. If you matched 3 or 4 of the scores, you would win a prize. If you didn't win, you could also enter a draw to win a weekly colour TV. The cards were bilingual in Quebec and English only for the rest of Canada.

Individual Card (2): \$75

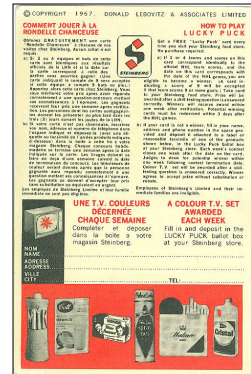
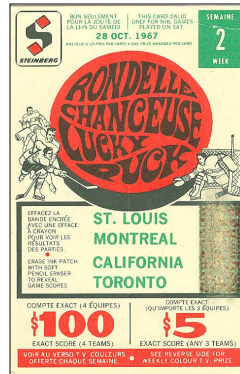
Advertising: \$100



English card



Bilingual card



Enjoy Saturday night NHL hockey even more . . . Play . . .

"LUCKY PUCK"

New cards, new games, new winners every week!!!
Here's a few of last week's winners

WIN \$100 OR \$5

WIN . . . A PORTABLE COLOR TV . . . EVERY WEEK!

"ERASE PATCH LIGHTLY . . . SCORES WILL SHOW UP"

"BE SURE TO PICK UP YOUR 'LUCKY PUCK' CARD FOR SAT. NOV. 18TH GAMES"

HERE'S HOW YOU WIN AND HOW YOU PLAY . . . "LUCKY PUCK"

WIN \$100 OR \$5

WIN . . . A PORTABLE COLOR TV . . . EVERY WEEK!

"ERASE PATCH LIGHTLY . . . SCORES WILL SHOW UP"

"BE SURE TO PICK UP YOUR 'LUCKY PUCK' CARD FOR SAT. NOV. 18TH GAMES"

JIM PAPPIN **BON ELLIS** **JOHNNY BOYER** **BOB PULFORD**

English advertising