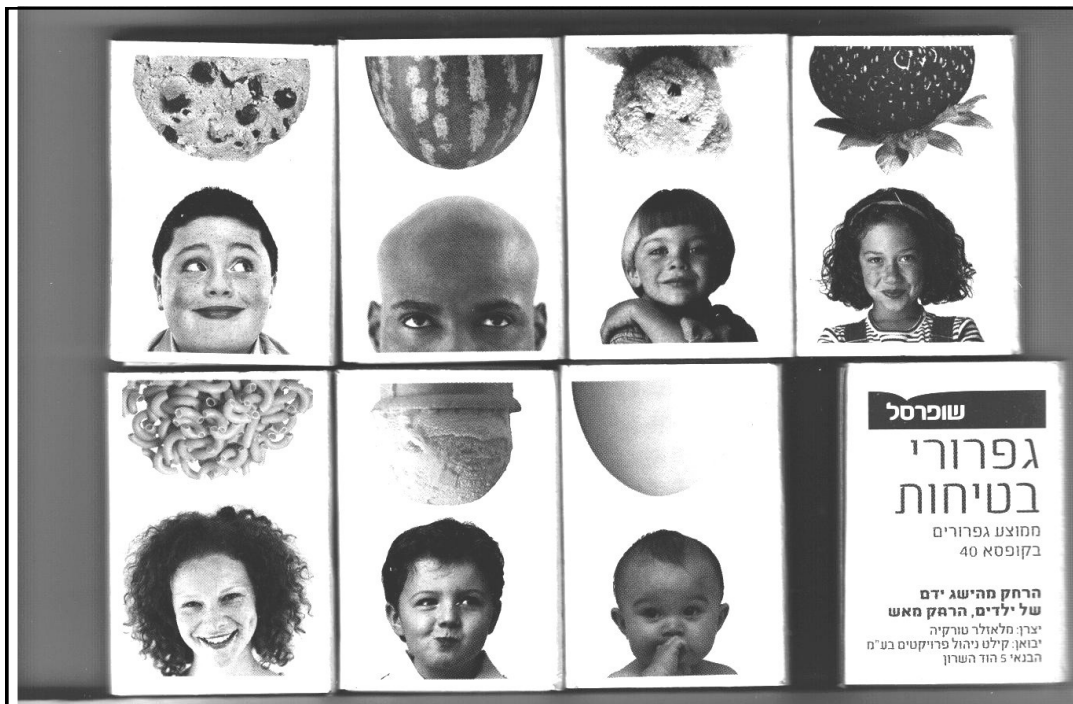


SUPERSOL BOX SETS

by Ken Ryesky



Supersol, the first supermarket in Israel, was first opened in Tel Aviv in 1957 by a group of Canadian investors led by Bertram Loeb, an Ottawa businessman and philanthropist. Loeb had previously brought the IGA grocery chain to Canada, and later would, starting in the 1980's, lead the Sunys Petroleum venture in Canada until his retirement in 1996. Loeb died in 2006.



Today, Supersol remains a major player in the highly competitive Israeli supermarket industry. Perhaps the most noted Supersol store in Israel is the one located in Jerusalem on Agron Street, just up the hill from the American Consulate.

Supersol has recently issued its

private label brand of matchboxes, manufactured in Turkey, which feature full color photos of people and products. Specimens of the set are illustrated here.

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