

IGA COMES TO EUGENE

FAMOUS from COAST TO COAST for
LOW PRICES
Every Day!

WHAT IS IGA?

IGA stands for INDEPENDENT GROCERS' ALLIANCE . . . America's foremost group of independently owned and operated food stores. The IGA movement, started in 1926, now extends from coast to coast with over 9000 stores located in most of the major cities and towns in 43 states and Canada, all striving toward one objective . . . to bring the housewives of America better foods at lower prices.

HOW CAN WE DO IT?

How can we sell everything at such low prices, you ask? The answer is very simple: IGA's operating costs are as low (or lower) than any other system in the food industry today. Greater volume, modern distribution methods and accounting short cuts . . . plus powerful merchandising and advertising . . . make this possible. Thus, we are able to sell everything at rock-bottom prices *every day in the week*. In fact, as our sales increase, further reducing our operating costs, we will be able to bring you even lower prices!



YOUR FRIENDLY IGA GROCER IN EUGENE

has joined hands with thousands of other aggressive independent IGA food merchants across the nation who are constantly working together as a team, ever striving to bring you the best for less. You can always depend on him for fine quality foods at money saving prices . . . NOT only on weekends, as in many stores . . . but day in and day out, the year around.

IGA BELIEVES in the system of free and independent enterprise . . . the backbone of our great nation . . . because America must continue to keep open wide the door of opportunity for its boys and girls to have businesses of their own. It has and always will, strive to preserve small business. IGA BELIEVES in maintaining a stable income for the farmer, good wages for labor and a fair profit for industry, because our nation can have sound economy only when all three factors prosper. IGA BELIEVES in continually increasing the efficiency of America's food distribution system for the purpose of steadily reducing the spread between what the farmer gets and what the consuming public pays. IGA BELIEVES that when producers, labor, industry and distributors work together closely and harmoniously, with these as their common objectives, they will help a great deal to further increase the high standard of living in our country.

DON'T MISS the first big IGA price ad this **WEDNESDAY, April 23. SEE** proof of our low prices!

IGA LEADS THE WAY!

. . . the way to success and security for the independent grocer! For many years the existence of the independent food merchant was a meager one, lacking security and encouraging little incentive. But today . . . my how the picture has changed . . . with home-owned IGA stores setting the pace in operating efficiency and value giving . . . resulting in ever-growing volume . . . thousands of independent grocers are enjoying undreamed of success and security.



The following

STORES NOW READY TO SERVE YOU . . . and more on the way!

PAY'N TAKIT IGA FOODLINER

2500 So. Willamette — Eugene

FOUR CORNERS IGA Food Market

2660 Roosevelt Blvd. — Eugene

PAY'N TAKIT IGA FOODLINER

4400 McKenzie Hy. — Springfield

M and W MARKET IGA FOODLINER

COTTAGE GROVE

AMERICA'S FOREMOST



INDEPENDENT GROUP!

LOW PRICES EVERY DAY

ON EVERY ITEM IN EVERY STORE