SUPER MARKET

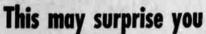
INDEPENDENCE MADE AMERICA GREAT

IGA Stores From Coast to Coast Are Individually Owned and Operated by the Men Who Operate Them. Every IGA Store Is a Community Builder in the Best American Tradition.

Regardless of Competition LOW PRICES Every IGA Stores Will Bring You LOW PRICES Day!

... in fact, as sales continue to increase (which further reduces operating casts) IGA

Stores will be able to bring you even lower prices.



IGA's operating cost, both wholesale and retail, are as low, or lower than those of any other system in the food industry today! Because of this, IGA stores are able to sell merchandise at rock bottom prices every day of the week . . . not just weekend or during special sales events, as many do . . . and the more IGA stores sales increase, the more operating costs are reduced, making it possible for IGA stores to sell at even lower prices.

This, too, may surprise you

ISA has demonstrated and proven conclusively that the different segments of the food industry . . . the farmer, the manufacturer, the wholesaler, and the retailer . . . each operating his independently owned business . . . by working together harmoniously, efficiently, and intelligently, can achieve a lower aggregate operating cost than was ever dreamed possible. This has reduced considerably the spread between what the farmer gets and what the consuming public pays.

As for the farmer, IGA believes in his getting good, sound prices for his products . . . because with high incomes, farmers can buy a great variety of things in endless quantities . . . which helps to create more employment.



How the "IGA team" benefits You

Supported by thousands of independently owned stores that make up its nation-wide membership, the IGA headquorters organization is operated not for the profit of a few individuals, but for the express purpose of assisting its wholesale and retail members through better business methods, accounting short cuts, greater efficiency in operations, modern store engineering, and powerful advertising . . . to continually bring lower and lower prices to you, the consumer.

lower prices to you, the consumer.

Yes, your neighborhood IGA retailer and many others like him across the country are constantly working together as a team, ever striving to bring you the best for less.

IGA believes in free enterprise

IGA believes in the system of free and independent enterprise because America has always been a nation of small businesses. IGA believes in the independence of the farmer, the independence of the wholesaler, and the independence of the retailer because IGA has learned that by closely working together, with one common objective, these independent factors in the food field make the most efficient medium of production and distribution ever developed.

ever developed.

IGA also believes in the system of free and independent enterprise . . . the backbone of our great nation . . . because it feels that America must continue to keep open wide the door of opportunity for its boys and girls to have businesses of their own.

THESE INDEPENDENT BUSINESS FIRMS

teamed up to make EMERY'S IGA FOODLINER possible

Best Wishes for Success

TIMBER STRUCTURES, INC.

Pleased to have furnished wood

3400 N.W. Yeon Ave.

Portland

Congratulations from

Warren Northwest, Inc.

Paving and Parking Lots 1722 Center Congratulations ...

On Your Beautiful Store

WEST SALEM LUMBER CO.

1160 Wallace Road

West Salem

Congratulations to Jack Taggart
And the Emerys
On Completion of the
EMERY IGA FOODLINER

ALAN SCHIEWE

180 Hollister, Stayton

Brick Layer Centractor

Congratulations to Emerys

TOM and HERBERT DALKE

builders

422 College Drive

Congratulations to Emerys

CRAWFORD DOOR SALES

3785 Harvey St.

Congratulations
"Pop" and "Curt" Emery

SAFFRON SUPPLY COMPANY

Plumbing Supplies
325 North Commercial

Lots of Luck to Emerys

SALEM STEEL & SUPPLY CO.

Reinforcing Stee 180 Court

Good Luck to Emerys

KARNES ELECTRIC
COMPANY

Electric Wiring
1006 Tile Road

Congratulations to Emerys

MARTIN BROS!, INC.

Neon Signs

3165 South Commercial

Congratulations to Emerys

GAMBLE-HAWKINS COMPANY

Agents for Stanley Magic Doors

1617 N.W. 14th

Portland

Congratulations to
"Pop" and "Curt" Emery

SALEM HEATING & SHEET METAL

West and Glaslow
1085 Broadway

Congratulations to Emerys

Matthews Refrigerator & Door Co.

Proud to Furnish the Modern Refrigerators
5103 S.E. Powell Portland

Congratulations to the Emerys Lighting Furnished by

SUNBEAM LIGHTING COMPANY

Distributed by Eoff Electric Co.

Best of Good Wishes

E. A. JOHNSON

Floor Covering and Tile Laying

Route 1

Salem

Hearty Congratulations to "Pop" and "Curt" Emery OLSSEN-QUICK

OLSSEN-QUICK
OLSSEN-QUICK

We Are Glad to Have Engineered and Supplied the Fixtures

Eugene, Oregon