

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 IGA Stores Will Bring You **LOW PRICES** Every Day!

... in fact, as sales continue to increase (which further reduces operating costs) IGA Stores will be able to bring you even lower prices.



This may surprise you

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

IGA 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 headquarters 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. 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. 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

<p><i>Best Wishes for Success</i></p> <p>TIMBER STRUCTURES, INC.</p> <p>Pleased to have furnished wood</p> <p>3400 N.W. Yeon Ave. Portland</p>	<p><i>Congratulations from</i></p> <p>Warren Northwest, Inc.</p> <p>Paving and Parking Lots</p> <p>1722 Center</p>	<p><i>Congratulations . . .</i></p> <p><i>On Your Beautiful Store</i></p> <p>WEST SALEM LUMBER CO.</p> <p>1160 Wallace Road West Salem</p>	<p><i>Congratulations to Jack Taggart And the Emerys</i></p> <p><i>On Completion of the</i></p> <p>EMERY IGA FOODLINER</p> <p>ALAN SCHIEWE</p> <p>180 Hollister, Stayton Brick Loyer Contractor</p>
<p><i>Congratulations to Emerys</i></p> <p>TOM and HERBERT DALKE</p> <p>Builders</p> <p>422 College Drive</p>	<p><i>Congratulations to Emerys</i></p> <p>CRAWFORD DOOR SALES</p> <p>Crawford Doors</p> <p>3785 Harvey St.</p>	<p><i>Congratulations</i></p> <p><i>"Pop" and "Curt" Emery</i></p> <p>SAFFRON SUPPLY COMPANY</p> <p>Plumbing Supplies</p> <p>325 North Commercial</p>	<p><i>Lots of Luck to Emerys</i></p> <p>SALEM STEEL & SUPPLY CO.</p> <p>Reinforcing Steel</p> <p>180 Court</p>
<p><i>Good Luck to Emerys</i></p> <p>KARNES ELECTRIC COMPANY</p> <p>Electric Wiring</p> <p>1006 Tile Road</p>	<p><i>Congratulations to Emerys</i></p> <p>MARTIN BROS., INC.</p> <p>Neon Signs</p> <p>3165 South Commercial</p>	<p><i>Congratulations to Emerys</i></p> <p>GAMBLE-HAWKINS COMPANY</p> <p>Agents for Stanley Magic Doors</p> <p>1617 N.W. 14th Portland</p>	<p><i>Congratulations to</i></p> <p><i>"Pop" and "Curt" Emery</i></p> <p>SALEM HEATING & SHEET METAL</p> <p>West and Glaslow</p> <p>1085 Broadway</p>
<p><i>Congratulations to Emerys</i></p> <p>Matthews Refrigerator & Door Co.</p> <p>Proud to Furnish the Modern Refrigerators</p> <p>5103 S.E. Powell Portland</p>	<p><i>Congratulations to the Emerys</i></p> <p><i>Lighting Furnished by</i></p> <p>SUNBEAM LIGHTING COMPANY</p> <p>Distributed by Eoff Electric Co.</p>	<p><i>Best of Good Wishes</i></p> <p>E. A. JOHNSON</p> <p>Floor Covering and Tile Laying</p> <p>Route 1 Salem</p>	<p><i>Hearty Congratulations to</i></p> <p><i>"Pop" and "Curt" Emery</i></p> <p>OLSEN-QUICK COMPANY</p> <p>We Are Glad to Have Engineered and Supplied the Fixtures</p> <p>Eugene, Oregon</p>