



FAMILY DIVIDEND PLAN

THE MODERN WAY TO SAVINGS



WHAT IS THE DIVIDEND PLAN...

It's an economically sound plan by which your IGA dealer can offer his customers a "dividend" on the money they spend in his store in the form of Dividend Credits slips, which may be used when buying more food products OR when buying from a large range of quality merchandise other than food, which is listed in an extensive catalogue provided for this purpose.

HOW THE PLAN WORKS...

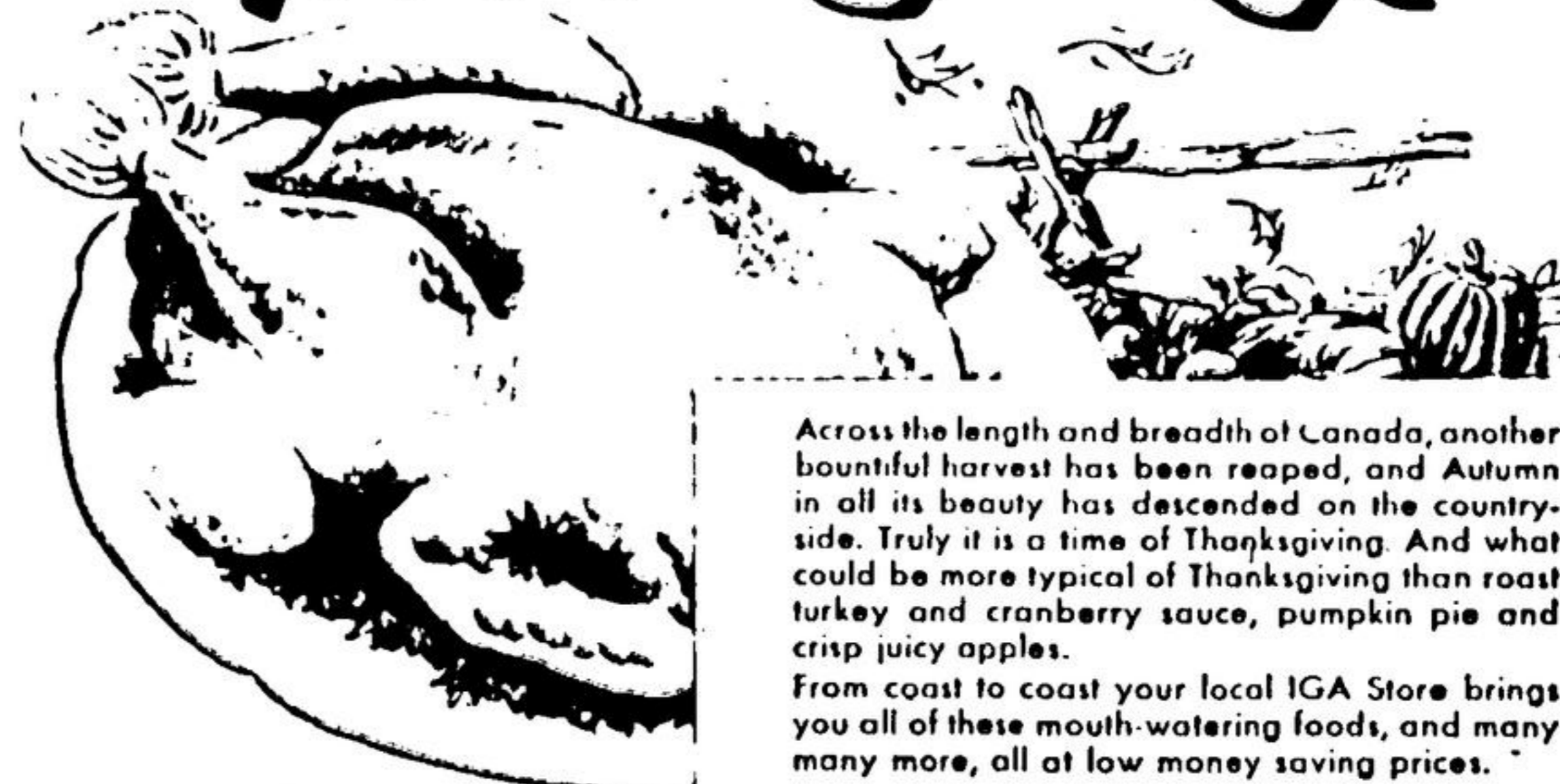
For every dollar you spend in your IGA market, you will get a Dividend Credit equal to ONE CENT. For every dollar you spend on orders through the Family Plan Catalogue, you will get a Dividend Credit equal to FIVE CENTS. These Dividend Credits may be used when buying further items at your IGA store or through the Catalogue. Suppose you buy \$20 worth of goods through the Catalogue. Here's what you gain.

Original Purchase \$20.00
1st Dividend Credit to be used for 2nd purchase 1.00
2nd Dividend Credit to be used for 3rd purchase .05
Total Credit \$1.05

GET YOUR COPY OF THE BIG MONEY-SAVING CATALOGUE TODAY! AT YOUR NEAREST IGA FOOD MARKET

LEDGER'S I.G.A. ACTON - ONTARIO

Thanksgiving!



Across the length and breadth of Canada, another bountiful harvest has been reaped, and Autumn in all its beauty has descended on the countryside. Truly it is a time of Thanksgiving. And what could be more typical of Thanksgiving than roast turkey and cranberry sauce, pumpkin pie and crisp juicy apples. From coast to coast your local IGA Store brings you all of these mouth-watering foods, and many more, all at low money saving prices.

ENJOY INTEREST ON MONEY SPENT...

Here are three purchases in one cycle, all bought with the same \$20 which was spent in competitively priced merchandise in the first place! Now, if you keep on buying as many of your normal family requirements as your convenience through the Catalogue, you will enjoy a continuous flow of Dividend Credits which will keep accumulating and repeating again and again, in proportion to the money you spend.

FOR YOUR CONVENIENCE...

Dividend Credits will be issued in denominations similar to money, as: 1 cent, 2 cents, 5 cents, 10 cents and 1 dollar. For the sake of efficiency, Plan members are asked to save their Dividend Credits until they have one dollar's worth or more, before using them.

HOW TO JOIN THE FAMILY DIVIDEND PLAN...

It's easy! Just register at your nearest IGA market. You will then receive your copy of the exciting new Family Dividend Plan Catalogue listing more than 1,200 family and household needs, all top quality merchandise, on 116 value-packed pages. As soon as you register, you can start applying the Dividend Credits you get with every dollar purchase at your IGA market on further purchases in the store or through the Family Plan Catalogue.

THE FAMILY PLAN POLICY...

Merchandise Satisfactory or Money Refunded. Merchandise may be returned to your nearest IGA market.

BUDGET TERMS...

For amounts over \$20 are available at low interest rates on application to the Dividend Plan Credit Department through your nearest IGA service centre. A convenient revolving credit plan is also available on request.

TO THOSE WHO HAVE BEEN SAVING BONUS BUCKS...

The new Family Dividend Plan does not interrupt or interfere with the Bonus Buck offers made during the past year. It only adds to the benefits you can enjoy as an IGA customer. Dividend Credits will be issued instead of Bonus Bucks and they will be considered of equal value and interchangeable when applied to IGA store purchases or Family Plan Catalogue purchases. 100 Bonus Bucks equals 100 Dividend Credits. In order to make the Family Plan Catalogue available to savers of Bonus Bucks, they merely are asked to register as Family Plan members, and will gain thereby all rights and privileges of Plan members without cost or obligation.

The current IGA Bonus Gift Catalogue will remain in full use until the end of 1958, and items listed therein will continue to be available as previously advertised without cash or for half cash and half Bonus Bucks or Dividend Credits. After January 1, 1959, the Bonus Gift Catalogue will be discontinued and only the new Family Plan Catalogue will be in use, with Bonus Bucks and Dividend Credits valued equally when applied to purchases. SAVE YOUR BONUS BUCKS... THEY ARE VALUABLE.



A CELEBRATION
GIFT TO YOU!
FREE BONING and PARING KNIFE
WITH EVERY ORDER RECEIVED THROUGH THE FAMILY DIVIDEND PLAN CATALOGUE FROM OCT. 9th to 18th

- GRADE "A" PRE-DRESSED YOUNG HENS
- TURKEYS** 10 to 16 lb. **53c** lb. Average
- FULLY COOKED READY TO EAT FULL SHANK HALF
- SWIFT PREMIUM SMOKED HAMS - - - - - **47c** lb. 1 LB. PKG.
- TABLERITE PORK SAUSAGE MEAT - - - - - **39c** 1 LB. PKG.
- RINDLESS TABLERITE SLICED SIDE BACON - - - - - **85c** 1 LB. PKG.
- AND GET 2 FREE DIVIDEND CREDITS WITH EACH PKG.

- FRUITS & VEGETABLES**
- FAMOUS FOR FLAVOUR
- Sweet Potatoes** **3 1/2 19c** LARGE HEADS
- CRISP VACUUM COOLED LETTUCE - - - - - **2 FOR 29c** 1 LB. CELLO PKG.
- OCEAN SPRAY CRANBERRIES - - - - - **23c**
- A HOLIDAY FAVOURITE B.C. DELICIOUS APPLES - - - - - **5 FOR 29c**
- DELICIOUSLY REFRESHING TOKAY GRAPES - - - - - **2 LBS. 25c** 3 LB. CELLO BAG
- RICH IN HEALTH GIVING ELEMENTS CARROTS - - - - - **15c**
- AND GET 2 FREE DIVIDEND CREDITS WITH EACH 3 LB. BAG

- SPECIAL GROCERY FEATURES**
- (SAVE 8c) 2 LB. CAN MAPLE LEAF MINCEMEAT - - - - - **39c**
- (SAVE 10c) 11 OZ. BOTTLE AYLMER TOMATO CATSUP - - - - - **2 FOR 29c**
- (SAVE 9c) LARGE BTLES PLUS DEPOSIT IGA GINGER ALE - - - - - **3 FOR 35c**
- PACKED EXCLUSIVELY FOR IGA 1 LB. BOX LADY BETH CHOCOLATES - - - - - **79c**

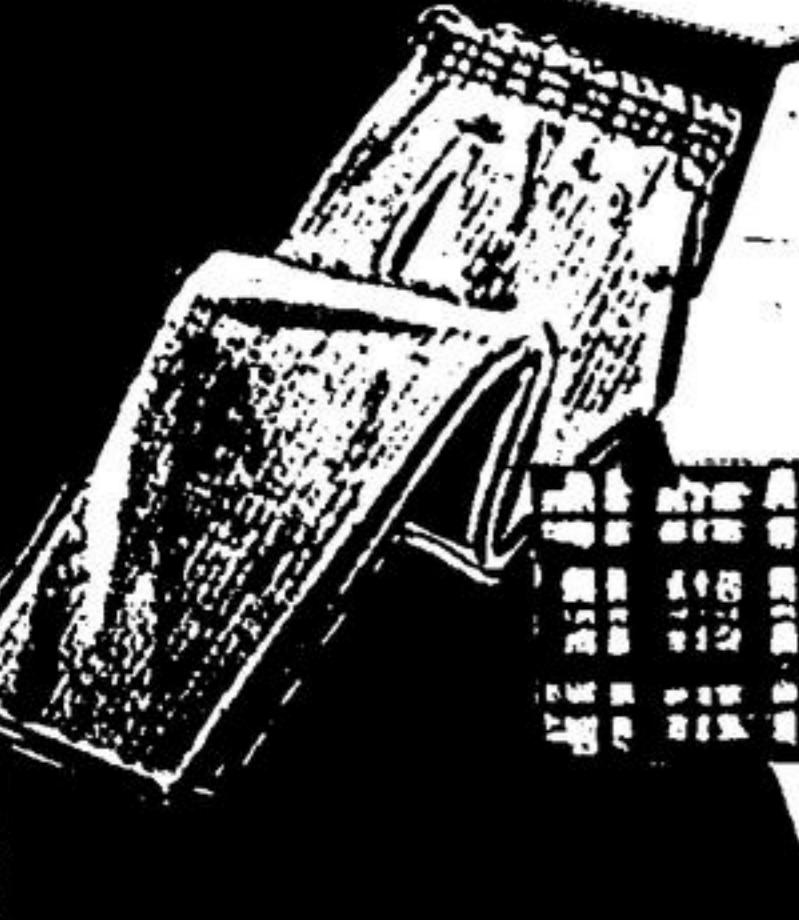
- YOU RECEIVE **2 FREE DIVIDEND CREDITS** WITH EACH OF THE FOLLOWING EFFECTIVE OCTOBER 9, 10, 11, 14
- DELMONTE FRUIT COCKTAIL - - - - - **37c** 28 oz. Tin
- STOKLEY'S FANCY PUMPKIN - - - - - **2 FOR 39c** 25 ft. Roll
- IGA FOILWRAP - - - - - **2 FOR 39c**
- CIGARETTES All Popular Brands Ctn. of 200

LEDGER'S I.G.A.

HERE ARE JUST 2 OF... **8 BIG FEATURE VALUES**

AS LISTED IN CATALOGUE SUPPLEMENT NO. 1 to Celebrate the Introduction of the **FAMILY DIVIDEND PLAN** THESE OPENING FEATURES MAY ONLY BE ORDERED THROUGH IGA FOOD STORES

- CHECK YOUR IGA STORE FOR THESE FEATURES TOO...
- Luxury Blankets, Regular \$5.98 Special price, each \$3.98
 - Women's Sleeveless Blouses Extra Special price, each \$0.99
 - Women's Nylon and Acetate Slips Priced at only \$1.99
 - Kiddies' Snow Suit and Helmet Price set \$3.79
 - Aluminum "Whistle Kettle" Specially priced at \$1.99
 - Hand Printed Luncheon Cloths Priced at, each \$0.99



Kiddies' Boxer Longs...

Two hard-wearing fabrics... the soft Rayon Tartan longs for better wear... the sturdy cotton corduroy for every day. Both have ray brushed cotton lining, fully elasticized boxer waist, two pockets and are completely washable... Fit either little boys or girls... Sizes 2-4-6.

7900—Corduroy in colours Red, Brown, Navy.

7000—Authentic Clan Tartans in Black, White, Royal Stewart, Dress Gordon. Reg. \$2.98

Outstanding Special Price **EACH \$1.98**



SENSATIONAL VALUE!

MEN'S "NO-IRON" WHITE SHIRTS

White "no-iron" imported broadcloth shirts, with guarantee of one year... made with exclusive "swivel-button" cuffs, to be worn with or without links... popular fused collar in short-point style, French front, sizes 14 to 17 1/2... Sleeve lengths 32" to 35" 7/8.

SPECIAL PRICE, EACH \$2.69 or 2/\$5.00