

—Russell Cooper, Hampton

TO OUR OLD FRIENDS . . . AND OUR NEW FRIENDS  
Some SPECIAL VALUES in celebration of

# ANNIVERSARY WEEK at



# FREE!

LOAF OF IGA BREAD  
FOR EACH CUSTOMER

BALLOONS  
for the  
KIDDIES

Don't forget to put your coupons in the box at the  
cookie display for the Free Boys' or Girls'  
Wagon



**THERE IS A TABLERITE  
BEEF CUT TO  
SUIT EVERY BUDGET!**

BE RIGHT — SERVE  
"TABLE RITE"



**GROUND BEEF**

Freshly made. You will like it in savoury meat loaves or patties.

lb. 29c



**STEW MEAT**

Boneless and tender. Cut from lean IGA Table Rite Beef.

lb. 47c



**BLADE ROAST**  
(Blade Bone Removed)

Ideal for oven or pot roast.

lb. 37c



**SHORT RIBS**

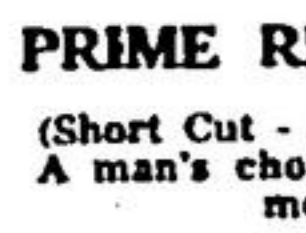
Economical prime ribs to bake or braise.

27c

**SMOKED COTTAGE ROLLS**

Closely trimmed mild sugar cured thoroughly smoked

53c



**PRIME RIB ROAST**

(Short Cut - First 5 Ribs) A man's choice of a good meal.

53c

**PLEASED TO SERVE YOU**

Lou Desautels and George Cook will be happy to serve you at the well-stocked meat counter of IGA Super Market. They're waiting here for a visit from you.

**ONLY SELECTED BEEF  
RED & BLUE BRAND QUALITY**

IGA has stationed its own beef buyers at the best producing centers to personally select all beef for IGA markets.

**DO YOU KNOW THESE FACTS  
ABOUT THE PRICE OF GROUND BEEF?**

Ground Beef, like any other commodity, can be made to sell for any price. Excess fat is only worth about 2¢ per pound, so naturally, the more fat that is included, the lower the price. There are lean meat items, such as Beef Hearts, that cost less than Pure Top-Grade Beef — and, of course, if they are included, Ground Beef may be offered at a lower price. However, whenever you see Ground Beef offered for sale at your IGA market you can be sure it is made from Pure Top-Grade Beef. Our expert IGA Beef Buyers see to that. Serve IGA Ground Beef with confidence . . . Priced for Better Value!

IGA CHOICE CREAM STYLE <b>CORN</b> 8 20 oz. tins \$1.00	IGA CLOVER LEAF FANCY RED SOCKEYE half tin <b>SALMON</b> 37c	IGA BRIGHT'S CHOICE HALVES 15 oz. tins <b>PEACHES</b> 2 for 35c	IGA PASTE 1lb. tin <b>FLOOR WAX</b> 35c	MITCHELL'S OR BRIGHT'S <b>APPLE JUICE</b> 2 20 oz. tins 23c	IGA ASSORTED VARIETIES 9 oz. jar <b>JAM</b> 19c	PURITAN WITH GRAVY 15 oz. tin <b>MEAT BALLS</b> 35c	INGERSOLL NEW DELICIOUS 8 oz. jar <b>CHEESE SPREAD</b> 31c	STOKELY'S FANCY HONEY POD 15 oz. tins <b>PEAS</b> 2 35c	SHIRRIFF'S WHITE 1 lb. pkg. <b>CAKE MIX</b> 31c	SPECIAL OFFER! COLGATE'S giant tubes <b>Tooth Paste</b> 2 for 89c	FROZEN FOOD FEATURES PICTSWEET TURKEY, CHICKEN OR BEEF 8 oz. pkg. <b>POT PIES</b> 25c	PICTSWEET 8 oz. pkg. <b>FRENCH FRIES</b> 19c
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**VEGETABLES**

CALIFORNIA VALENCIA 5 lb. bag <b>SUNKIST Oranges</b> 5 lb. bag 59c	TEXAS NO 1 SALMON FLESH JUMBO SIZE 45's <b>CANTELOUPE</b> ea. 29c	FLORIDA CRUNCHY GREEN PASCAL large stalk <b>CELERY</b> 10c	HOME GROWN CRISP GREEN each <b>NEW CABBAGE</b> 15c	IMPORTED NO. 1 NEW <b>Potatoes</b> 10 lbs. 59c
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**FRESH SUPPLY OF STRAWBERRIES FOR THE WEEK-END**

**2 in 1 SALE**  
10c off Giant Size  
5c Off Large Size  
plus coupon inside

**DOUBLE SAVING!**

**67c and 34c**

SPECIAL OFFER . . . SAVE 4c bath also  
**LIFEBUOY HEALTH SOAP** 2 for 25c

ASK ABOUT OUR **TABLERITE BEEF** FOR HOME FREEZERS