

IGA IT'S HERE TAPE PLAN

Free Bonus Gifts For I.G.A. Tapes

THIS IS ALL YOU NEED DO --- Be sure to pick up an official savings folder at your IGA Food Market. Then each time you shop at your IGA store slip the register tape in it for safe keeping. Just keep saving those IGA tapes until you have enough to equal the value indicated for any item in the new IGA Catalogue. All premiums can be claimed in this manner with *Nothing Extra To Pay.*

IGA "BONUS BOOSTER" TAPES ---- Each week a number of food features are selected as "Bonus Boosters". When you purchase these products you are given "Booster Tapes" which have a catalogue value of \$2.00 each. Just save these with your regular IGA register tapes. They have equal value when claiming your Free Bonus Gifts. See advertisement on facing page for this week's FOOD FEATURES.

DIVIDEND CREDITS ARE STILL VALUABLE ---- for claiming gifts from the new IGA Catalogue. A 1c Dividend Credit is equal to \$1.00 in IGA Register Tapes.



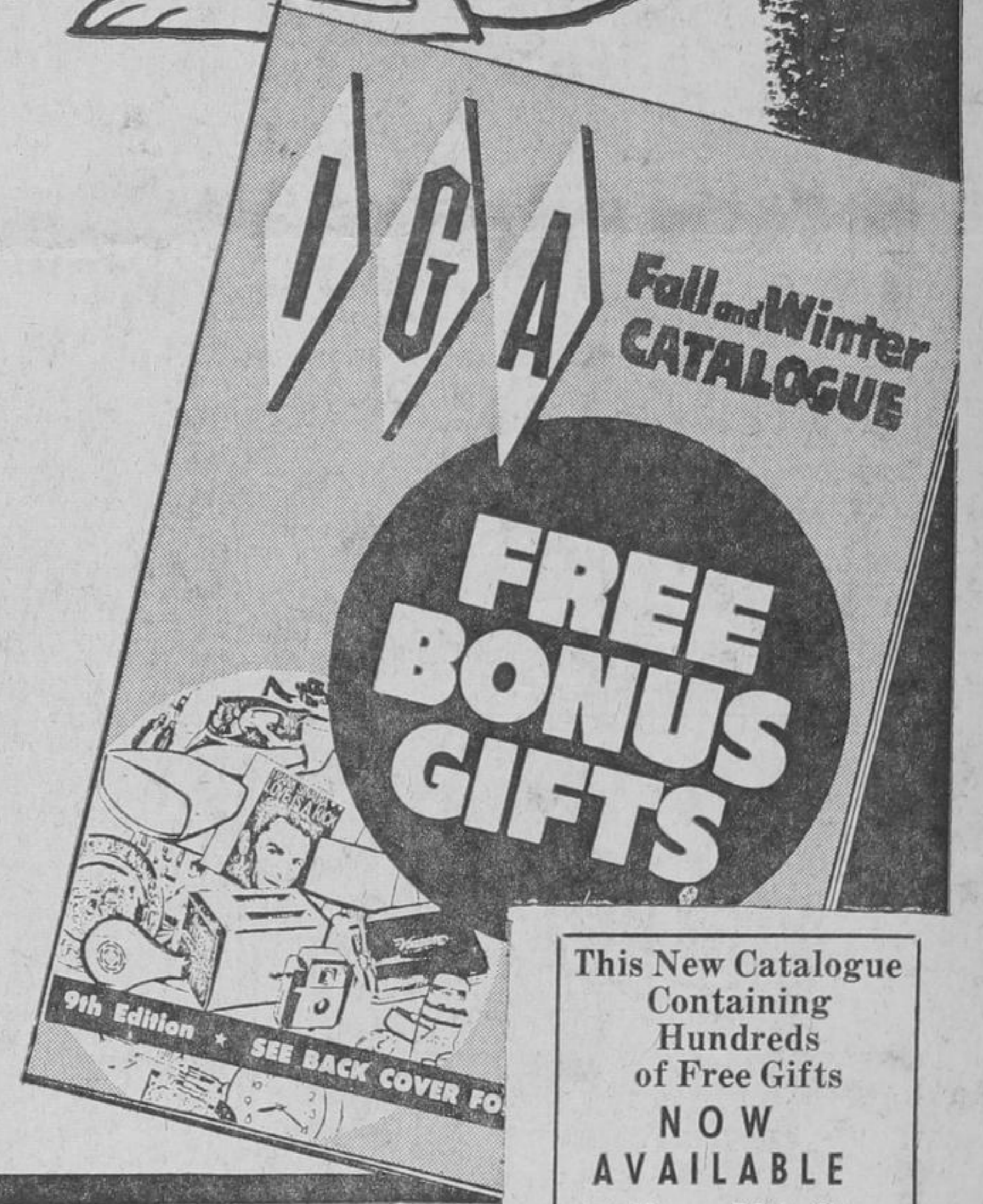
HERE ARE THE FACTS!

- 1. LOWER COSTS** No Millions of Tokens Or Saver Books To Print!
These lower Costs Mean Savings to you and to us.
- 2. PROVEN ADVANTAGES** 3 Years Of Experience
with this type of plan has shown no increase in I.G.A.'s everyday Low Prices.
- 3. EXCELLENT PREMIUM VALUES**

COMPARE FOR YOURSELF!

Check the values offered in the new I.G.A. Catalogue against those in the other premium catalogues in this area!

4. SO SIMPLE-NO STAMPS TO LICK-NO BOOKS TO FILL!



This New Catalogue Containing Hundreds of Free Gifts NOW AVAILABLE At Your IGA Store

FREE \$20.00 BONUS TAPE CERTIFICATE

CLIP OUT THE CERTIFICATE APPEARING AT LEFT. IT IS EXCHANGEABLE FOR TEN \$2.00 "BONUS BOOSTER" TAPES AT YOUR I.G.A. STORE

NO STAMPS-BUT YOU CANT BEAT IGA TAPES