



**To want to Serve You . . .**  
 For business reasons is not enough . . . That is a necessity, but not all that matters. We have an interest in our community and in our people. We must serve them both with the right kind of store and with the right motive. Our customers have been responsible for our growth (and it has been tremendous over the last five years). We have tried to serve them well and we plan each day on how to serve them better . . . We'll work hard to keep you proud of us always. There are many of you who now need a good food market to serve you . . . We invite you to "COME SEE US" . . . Give us the once over and grant us the opportunity to serve you.

**★ A "home grown" business that's equipped to Serve You**

Not only do we have the facilities to serve you but we have the know-how to serve you. As a member of IGA, we study the food business to keep up to date on your needs and on how to best supply your needs . . . Where you can shop in cool air-conditioned comfort . . . Where you can go on and about our modern new store . . . But we think it best that you pay us a visit and see if we have the right kind of food market . . . The place that you want to trade . . . We look forward to having you as a customer.

**★ A "home grown" business that's here to stay . . .**

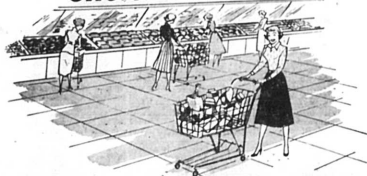
Our roots are planted here. We are a part of the business community of Carlisle, Nicholas County and the Carlisle Trading Area. We are a "HOME GROWN" business and we have our "Eggs in The Local Basket" . . . A business that has confidence in our community, which has been demonstrated by our willingness to invest in our community.

# A "Home Grown" Business...

## that wants to SERVE

# YOU!

**CHOICER BY FAR MEATS**



**• 100% Self-Service MEAT DEPT.**

In over 30 feet of meat counter you'll find the widest selections of U. S. Choice Beef, top test pork and poultry. All meat cuts are trimmed of excess fat and bone, then weighed and wrapped with the net weight, price per pound and the total price marked on each package!



• We don't actually go out into the fields and orchards to pick the fruits and vegetables for our store. But we do the next best thing. We hand-select the produce that we think is good enough for you. And that means it has to be GOOD. Coatney Bros. fruit and vegetables are always at the peak of freshness and displayed in a large produce department.



### FRESH HEALTHFUL DAIRY FOODS



Coatney Bros. Self-Service dairy cases keep over 100 varieties of cheese and dairy products at your fingertips and scientific refrigeration keeps them in tip-top condition!

Coatney Bros. Frozen Food, ice cream and frozen fish departments furnish you everything you need for your quick easy-to-prepare meals.



**ALWAYS IN SEASON FROZEN FOODS**

Try Coatney Bros. IGA Foodliner and see for yourself . . . you'll be glad you did!

## Coatney Bros. IGA FOODLINER



# AT IGA IT'S THE Total that Counts

**MAKE THE "TOTAL TEST" AND PROVE TO YOURSELF YOU GET MORE AT IGA!**

### Hi Neighbor!

It's a well established fact that you can save money by patronizing your IGA Food Store. But why not make these savings with others that you can affect right here in our own community? Make the "TOTAL TEST" and see that you do save money at IGA. It's a strong advocate of "Community Building," your IGA merchant encourages every resident . . . do what he can to make our community more attractive to others and a more pleasant place in which to live.

- Nabisco Shredded Wheat Jrs. 7 oz. 17c
- Libby Sliced Pineapple No. 2 33c
- Wesson Oil Pint 37c
- Del Monico Spaghetti or Macaroni 6 ozs. 10c

- Mushroom Soup 2 for 35c
- IGA Plain Flour 5 lb. 49c
- Betty Crocker Macaroni 13 oz. 33c
- Betty Crocker Cake Mixes 20 oz. 33c
- Fluffo Shorting 3 lb. 99c
- Strickmann Crackers lb. 35c
- Philadelphia Cream Cheese 8 oz 39c
- Zesta Crackers 1 lb. 29c

### IGA JUICE FESTIVAL!

- Libby's Pineapple Drink 46 oz.
- Libby's Grapefruit Drink 46 oz.
- IGA Tomato Juice can

Your Choice

### Royal Gold Ice Cream

1/2 gallon carton

Our best Ice Cream—Not a cheaper grade. Regular Price 79¢

# 69c



10c

OFF THIS PRICE With box top from any Betty Crocker Cake Mixes!

- Dream Whip pkg. 23c
- Dixie Pride Biscuits 8 oz. 2 for 25c
- IGA Salad Dressing quart 45c
- Star Kist Tuna 31¢
- Favorite Bread lb. loaf 19c
- IGA Iced Tea 1/2 lb. 59c

### HOME GROWN GREEN BEANS

- Bunch 3 lbs. 29c
- CORN 4 ears 29c
- Elberta Peaches - First Season - 3 lbs. 29c
- Jumbo Cantaloupes 18 size 3 for \$1.00
- Home Grown Tomatoes lb. 29c

U. S. Choice

## Round Steak

Tender Juicy

# 1 lb. 69c

Rib Steaks (Bone in) lb. 69c | Ham Slices lb. 99c

## Coatney Bros. IGA FOOD LINER



Cube Steaks lb. 99¢	Table Rite Franks lb. 49¢
Table Rite Bacon lb. 69¢	Smoked Jowl lb. 29¢