

Now more than ever, we're right for you!
Introducing...

SAV-A-CHEK®

FREQUENT BUYER Savings Plan™



Our Frequent Buyer Savings Plan is the most exciting offer ever! Join your friends! Join your neighbors! Visit the Winn-Dixie store nearest you. Just look at what you can do when you're a Winn-Dixie Frequent Buyer!



There has never been a better time to be a Winn-Dixie customer! Our new Frequent Buyer program will put more than groceries in your cupboards... We're going to give you a greater return for your food dollar than you ever thought possible!



IMAGINE! Winn-Dixie Frequent Buyers have many exciting choices where they can "cash" their Sav-A-Cheks! And, there's more to follow...



FANTASTIC! You really do get more for every dollar spent at Winn-Dixie. It just proves more than ever, Winn-Dixie is right for you!



WINN-DIXIE FREQUENT BUYERS SAVE A BUCK OR MORE AT HARDEE'S RESTAURANTS

Just fill up this Winn-Dixie Frequent Buyer Sav-A-Chek card with coupons you'll receive from shopping at Winn-Dixie and it will be worth \$1 OFF your next order at participating Hardee's.

Offer good only at participating Hardee's Restaurants. Customer must pay any sales tax due. Not good in combination with any other offers or combos. No change will be returned on orders under \$1.



WINN-DIXIE FREQUENT BUYERS SAVE A BUCK OR MORE AT 1 HOUR MARTINIZING CLEANERS

Now you can redeem your filled Winn-Dixie Sav-A-Chek and get \$1 OFF on any dry cleaning purchase at participating One Hour Martinizing stores.

Sav-A-Cheks must be presented with incoming orders and are not valid with other specials. Please — only one Check per order.



AMERICA'S FAMILY DRUG STORE

WINN-DIXIE FREQUENT BUYERS SAVE A BUCK OR MORE AT ECKERD DRUG STORES

Now you can save even more at your participating neighborhood Eckerd Drug Stores. Just bring in a completed Sav-A-Chek and we'll give you \$1 OFF any \$5 purchase or more throughout our store, (excluding tobacco items and alcoholic beverages). So, fill up your Winn-Dixie Sav-A-Cheks and save even more at Eckerd! Limit one per transaction please.



WINN-DIXIE FREQUENT BUYERS SAVE A BUCK OR MORE ON PIEDMONT AIRFARES

Completed Sav-A-Cheks are worth \$1 towards the purchase of airfare on Piedmont Airlines. Redeem your Sav-A-Chek at a participating travel agency, or at any Piedmont Airlines ticket counter or ticket office in the Carolinas or the Tri-Cities, Tennessee.

Any number of Sav-A-Chek certificates can be used with each purchase. Other restrictions may be restricted.

SWITCH TO WINN-DIXIE! GET ALL OF THIS BONUS VALUE... OR YOU CAN EVEN CASH THEM IN ON FREQUENT BUYER SPECIALS!

GET STARTED RIGHT NOW!
Get this Sav-A-Chek out. Bring it to Winn-Dixie and we'll give you 40 free Sav-A-Chek coupons. That's enough to fill one Frequent Buyer Sav-A-Chek.

YOU CAN GET

40 FREE

Frequent Buyer Sav-A-Chek coupons just for visiting Winn-Dixie... you can't beat it!

WINN-DIXIE
Now more than ever, we're right for you!

PAY TO THE ORDER OF *Andrea M. Johnson*

40 FREQUENT BUYER SAV-A-CHEK COUPONS

SAV-A-CHEK FREQUENT BUYER Savings Plan

Andrea M. Johnson

This Frequent Buyer Sav-A-Chek is good for 40 FREE Sav-A-Chek coupons. That's enough to fill one Frequent Buyer Sav-A-Chek! Limit one per family. Valid through March 8, 1984.

FREQUENT BUYER SPECIAL

STARKIST TUNA FISH

HERE'S HOW IT WORKS...

1. Ask for your Frequent Buyer Sav-A-Chek. It's Free! Simply fill it with the required number of Sav-A-Chek coupons. You'll get a "single" Sav-A-Chek coupon for every dollar you spend of a Sav-A-Chek "set" coupon for each ten dollars you spend. It's fun! It's easy! You will want to be a Winn-Dixie Frequent Buyer because...
2. You can cash your Frequent Buyer Sav-A-Chek on exciting Winn-Dixie grocery specials everyday, every week! The faster you fill your Frequent Buyer Sav-A-Chek, the faster your savings add up. Shop Winn-Dixie. There's no limit to the number of Sav-A-Cheks that you can cash in on! Includes bonus number as a bonus...
3. Save a "buck" or more at participating Frequent Buyer merchants! That's right, your filled Winn-Dixie Frequent Buyer Sav-A-Chek can now worth \$1 off the purchase price of any item or service only at select Frequent Buyer merchants. Certain restrictions may apply.