



Don't Let People Call You "Cuckoo" For Shopping Those "Other" Super Markets

BE SMART... SHOP FOOD TOWN & SAVE MONEY ON GROCERIES

Smart shoppers are Food Town shoppers. Smart shoppers always shop where they know they save \$4.00 to \$5.00 or more on every normal \$20.00 grocery order. Savings like that add up to \$200 or \$300 or more in a year's time, and savings like that cannot be overlooked by any thrifty housewife. At Food Town you know, too, that you are getting quality... The more than 5,500 every day low prices are all on famous nationally known brands (and most prices are at or near wholesale cost). Be a smart shopper... Come try Food Town's "Lowest Food Prices In North Carolina" (Our research, independent research and customer response shows this to be true).

GERBER'S STRAINED BABY FOOD 9¢ WHY PAY 13	REG OR DRIP GRIND COFFEE MAXWELL HOUSE 85¢ WHY PAY \$1.13	NON-DAIRY CREAMER BORDEN'S Cremora 59¢ WHY PAY \$1.05	FRENCH'S COUNTRY MASHED Potatoes 59¢ WHY PAY 69
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FROZEN FOODS and "LFPINC"
TOTINO'S FROZEN DELICIOUS **PIZZAS**

CHEESE.....	70¢
HAMBURGER.....	72¢
SAUSAGE.....	73¢
PEPPERONI.....	82¢

SIMPLOT FROZEN French Fries **39¢**
COOL WHIP FROZEN SWIGGLE **49¢**

SAVE \$2.00 WITH THESE MFGS. BONUS COUPONS

BORDEN'S ASSORTED FLAVORS ICE MILK 39¢ WHY PAY 59	ASSORTED FLAVORS HI-C FRUIT DRINKS 28¢ WHY PAY 41	PETER PAN SMOOTH PEANUT BUTTER 69¢ WHY PAY 79	AMERICA'S NO. 1 LOG CABIN SYRUP 75¢ WHY PAY 85
DEL MONTE PURE TOMATO CATSUP 39¢ WHY PAY 57	EASY TO PREPARE Brown 'N' Serve ROLLS 3 89¢ WHY PAY \$1.09	LINED NOTEBOOK FILLER PAPER 59¢ WHY PAY 69	FRENCH'S GOLDEN SALAD Mustard 37¢ WHY PAY 47

WILSON CERTIFIED LEAN **CURED HAM**

☆ SHANK PORTION ☆ BUTT PORTION

lb. **89¢** lb. **99¢**

Center Slices.....lb. **\$1.19**

CURTIS BLUE RIBBON **BACON** 139¢
VALLEYDALE CURED **PICNICS** 89¢

FROSTY MORN FRANKS OR **BOLOGNA** 89¢
FROSTY MORN HONEY GOLD **SAUSAGE** 99¢

MORRELL PRIDE SMOKED **Pork Chops** \$1.39

CURTIS DELICIOUS **Beef Ovals** 159¢
FROSTY MORN COUNTRY **HAMS** 189¢

CURTIS PARTY **TREETS** \$1.59
CURTIS EASY SERVE **MEATS** \$1.29

SAVE 7¢
WITH THIS COUPON AT FOOD TOWN ON 5-LB. BAG **ROLLER CHAMPION FLOUR**

WITH COUPON **98¢** WITHOUT COUPON **\$1.05** WHY PAY **\$1.19**

LIMIT ONE COUPON PER FAMILY
Valid After Sept. 15, 1973

Compare the Savings at Food Town

OUR PRICE	WHY PAY
SKINNER'S SHORT Elbow Macaroni 1/2-qt. .18	.21
FULL OF FLAVOR Tenderleaf Teabags 48-ct. .59	.69
FULL OF FLAVOR Tenderleaf Teabags 100-ct. 1.09	1.29
SWEET SUE DELICIOUS Chicken & Dumplings 24-oz. .61	.67
FRENCH'S GOLDEN SALAD Mustard-Onion Bits 9-oz. .23	.27

BRING LESS MONEY TO FOOD TOWN

OUR PRICE	WHY PAY
SEVEN SEAS GREEN GODDESS OR Viva Italian Dressing 8-oz. .41	.49
SEVEN SEAS DELICIOUS Vinegar & Oil Dressing 8-oz. .41	.49
PURE AND DELICIOUS H&C Instant Coffee 10-oz. 1.58	2.19
PURE AND DELICIOUS H&C Grind Coffee 1-lb. .85	1.09
BETTY CROCKER SUPREME Fudge Brownie Mix 32-oz. .63	.73

SAVE 10¢
WITH THIS COUPON AT FOOD TOWN ON 5-LB. BAG **GOLD MEDAL FLOUR**

WITH COUPON **59¢** WITHOUT COUPON **69¢** WHY PAY **83¢**

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OUR EVERYDAY LOW PRICE ON
Borden's Grade A Fresh **MILK**

FULL GALLON JUG **\$1.07**

WHY PAY \$1.47

LARGE CRISP GREEN FIRM HEADS **LETTUCE**

LARGE HEAD **39¢**

NEW CROP MED. YELLOW **ONIONS** 3-LB. BAG **49¢**

LOCALLY GROWN SWEET **POTATOES** LB. **17¢**

JUICY SWEET GOLDEN YELLOW **BARTLETT PEARS** LB. **29¢**

RED DELICIOUS OR WHITE **SEEDLESS GRAPES** LB. **35¢**

U.S. NO. 1 NEW CROP RUSSETT **POTATOES** 10-LB. BAG **\$1.29**

SAVE 30¢
WITH THIS COUPON AT FOOD TOWN ON 6-OZ. JAR **INSTANT MAXWELL HOUSE**

WITH COUPON **98¢** WITHOUT COUPON **\$1.28** WHY PAY **\$1.49**

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SAVE 28¢
WITH THIS COUPON AT FOOD TOWN ON 3 PKGS. **Betty Crocker Hamburger Helper**

WITH COUPON **\$1.31** WITHOUT COUPON **\$1.59** WHY PAY **\$1.77**

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2 OFF LABEL - CHARMIN BATHROOM TISSUE 4 43¢ WHY PAY 51	KELLOGG'S CORN FLAKES 18-oz. 37¢ WHY PAY 49	KELLOGG'S FROSTED FLAKES 15-oz. 51¢ WHY PAY 63	KELLOGG'S RAISIN BRAN 20-oz. 55¢ WHY PAY 69
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NEED TO WATCH YOUR WEIGHT?

CARNATION'S LIQUID **SLENDER** 16¢
PET'S DIET LIQUID **SEGO** 19¢

WHY PAY 28¢ WHY PAY 35¢

SAVE 15¢
WITH THIS COUPON AT FOOD TOWN ON 5-LB. BAG **GAINES GRAVY TRAIN**

WITH COUPON **74¢** WITHOUT COUPON **89¢** WHY PAY **\$1.13**

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VARIETY MENU PURINA Cat Food 6 1/2-oz. 10¢ WHY PAY 20	ONE BAR FREE w. THREE PALMOLIVE GREEN BATH SIZE 18¢ WHY PAY 21	DISH DETERGENT PALMOLIVE LIQUID GIANT SIZE 56¢ WHY PAY 61	IF YOU BOUGHT EACH OF THE GROCERY ITEMS IN THIS AD AT FOOD TOWN, YOUR CASH SAVINGS WOULD BE MORE THAN \$8.69 OF 29%
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Save-Rite **FOOD TOWN**

Why Pay More? ... Food Town Sells It For Less!

251 EASTWAY DRIVE (JUST OFF NORTH TRYON)
CONVENIENT STORE HOURS 8 A.M. TO 12 MIDNIGHT MONDAY THRU SATURDAY