

Santa Says: IT'S IN THE BAG WHEN YOU SHOP Food Town's "LFPINC"



Holiday time always means extra spending . . . and that's when you need Food Town's "LFPINC" more than ever. Saving money on groceries means you'll have more to spend for those little extras that add so much to the holiday festivities. Let the "Lowest Food Prices In North Carolina" make the holidays brighter . . . by adding cash savings to your schedule. There's a reason why more SMART shoppers save money at Food Town: if you're doubtful, give LFPINC a try . . . Day in, day out, when you come right down to it, it's that total that counts, and you can always count on the total being less at Food Town.

Independent Research Again Shows Food Town

LOWEST

On 55 Of The 59 Grocery Items Compared

On November 6, 1974, an independent researcher compared prices of the two largest super markets in the Southeastern United States with those at Food Town. Of the 59 items compared, Food Town was lowest or tied for lowest on 55 of the 59. Of the four items found that were priced lower than at Food Town, only seven cents on the four combined was the difference in Food Town's prices and those of the other super markets. Look at the totals. Look how much you save on just these few items. Clearly, is it any wonder more SMART people shop Food Town than any other super market?

HERE ARE THE ITEMS COMPARED

	FOOD TOWN	STORE A	STORE B
Quaker Oats, 18-ounce	.44	.55	.55
Quaker Oats, 42-ounce	.84	.97	1.05
Quick Quaker Oats, 18-ounce	.44	.55	.55
Quaker Instant Oats w/Apple & Cinnamon	.49	.63	.61
Quaker Regular Instant Oats, 18-ounce	.49	.63	.61
Quaker Instant Oats w/Maple & Brown Sugar	.49	.63	.61
Quaker Instant Oats w/Raisins & Spice	.49	.63	.61
Quaker Instant Oats Variety Flavor, 10-oz.	.49	.63	.61
Quaker Instant Oats w/Cinnamon & Spice	.49	.63	.61
Quaker Quick Crystal Wedding Oats, 1-lb.	.47	.63	.61
Quaker Yellow Corn Meal, 1 1/2-pound	.25	.28	.31
Aunt Jemima Baked Self-Rising Corn Meal, 2-lb.	.48	.49	.47
Aunt Jemima Baked SR Corn Meal, 5-lb.	.99	.99	.99
Quaker Instant Grits-Navy, 8-ounce	.43	.49	.47
Quaker Quick Golden Grits, 1 1/2-pound	.32	.49	.47
Quaker Instant Grits, 18-ounce	.68	.77	.77
Quaker Instant Grits, 8-ounce	.43	.49	.47
Quaker Instant Grits, 36-ounce	.88	.99	.98
Quaker Enriched Quick White Grits, 1-pound	.32	.35	.33
Quaker Quick Grits, 2 1/2-pound	.41	.45	.45
Quaker Quick Grits, 2-pound	.66	.69	.67
Quaker Quick Grits, 3-pound	.47	.47	.47
Ken-L Ration Mash Dog Food, 15 1/2-ounce	.97	.87	.99
Ken-L Ration Dog Food, 6-Can Pack	1.17	1.17	1.43
Ken-L Ration Dog Food, 28-ounce	.32	.37	.39
Ken-L Ration Liver Dog Food, 6-Can Pack	1.17	1.68	1.43
Ken-L Ration Cheeseburger, 72-ounce	2.22	2.75	2.75
Ken-L Ration Sliced Dog Food, 15 1/2-ounce	.91	.28	.21
Ken-L Ration Cheeseburger, 36-ounce	1.16	1.43	1.43
Ken-L Ration Burger Dog Food, 36-ounce	1.09	1.35	1.39
Ken-L Ration Burger Dog Food, 72-ounce	2.09	2.65	2.59
Ken-L Ration Special Cuts, 48-ounce	1.76	2.19	2.19
Ken-L Ration Special Cuts, 24-ounce	.91	1.19	1.19
Puss-n-Boots Shrimp Cat Food, 15 1/2-ounce	.20	.27	.25
Puss-n-Boots Salmon Cat Food, 15 1/2-ounce	.20	.27	.25
Puss-n-Boots Liver Cat Food, 6 1/2-ounce	.21	.27	2/49
Puss-n-Boots Chicken Cat Food, 15 1/2-ounce	.17	2/47	2/49
Puss-n-Boots Fish Cat Food, 15 1/2-ounce	.19	2/47	2/49
Puss-n-Boots Tuna Cat Food, 15 1/2-ounce	.20	.27	.25
Puss-n-Boots Liver Cat Food, 15 1/2-ounce	.19	2/47	2/49
Puss-n-Boots Meat Cat Food, 15 1/2-ounce	.19	2/47	2/49
Aunt Jemima Pancake Mix, 1-pound	.38	.43	.43
Aunt Jemima Pancake Mix, 2-pound	.77	.79	.75
Aunt Jemima Complete Pancake Mix, 2-lb.	.77	.79	.75
Aunt Jemima Buttermilk Pancake, 2-lb.	.73	.79	.83
Aunt Jemima White Cornmeal, 2-lb.	.49	.49	.49
Aunt Jemima White Cornmeal Mix, 5-lb.	1.03	.99	.99
Aunt Jemima Syrup, 12-ounce	.33	.61	.59
Aunt Jemima Syrup, 24-ounce	.99	1.13	1.13
Cap'n Crunch Cereal, 12-ounce	.65	.79	.77
Cinnamon Crunch Cereal, 11-ounce	.65	.79	.77
Cap'n Crunch Berries Cereal, 11-ounce	.65	.79	.77
Postul Butter Crunch Cereal, 12-ounce	.65	.79	.77
Cap'n Crunch Cereal, 18-ounce	.72	.87	.87
Quaker Natural Cereal, 16-ounce	.72	.87	.87
Quaker Natural Cereal w/Raisins-Dates	.72	.87	.87
King Vitamin Cereal, 9-ounce	.41	.75	.75

COMPETITOR'S TOTAL	46.13	45.80
FOOD TOWN'S TOTAL	38.92	38.92
FOOD TOWN SAVES YOU	7.21	6.88
FOOD TOWN LESS BY	18%	17%

CAMPFIRE WHITE
MARSH-
Mallow
10-oz or 10 1/2-oz SIZE
35¢
WHY PAY 45

SUNSWEEP
PRUNE
JUICE
40-oz Bottle
73¢
WHY PAY 81

SPECIAL BLEND
JFG BAG
COFFEE
1-lb BAG
95¢
WHY PAY \$1.15

KRAFT PHILADELPHIA
CREAM CHEESE
2 8-oz BLOCKS
89¢
WHY PAY 98

DUKE'S CREAMY
MAYONNAISE
QT JAR
\$1.19
WHY PAY \$1.53

THANK YOU
CHERRY PIE FILLING
No. 7 CAN
57¢
WHY PAY 73

REGULAR FLAVORS
SHASTA DRINKS
28-oz Bottles
3 99¢
WHY PAY \$1.26

ASSORTED FLAVORS
SHASTA DRINKS
12-oz CANS
6 \$1.05
WHY PAY \$1.19

California Fresh Red Emperor GRAPES Lb. 29¢	Florida Fresh Indian River ORANGES Doz. 39¢
FRESH FLORIDA Yellow Corn 5 Ears 59¢	FRESH FLORIDA Tomatoes 8 Pak 69¢
NEW CROP YELLOW ONIONS 3 Lb. Bag 39¢	Fresh D'Anjou PEARS Lb. 29¢
FRESH NUTRITIOUS COLLARD GREENS Lb. 35¢	Florida Fresh Tangerines Doz. 59¢

FOOD TOWN'S FRESH FINEST
PORK CHOPS
• ECONOMY CUTS • EXTRA LEAN CUTS
89¢ Lb. **119¢** Lb.
1/4 Sliced Loin..... lb. **\$1.09**
MORRELL PRIDE SLICED
BACON..... lb. **99¢**
WILSON CERTIFIED
FRANKS..... 12-oz. PKG. **59¢**
KAHN'S ASSORTED
Luncheon Meat
• BOLOGNA • SPICED • PICKLE
8-oz. PKG. **59¢**
WILSON'S SMOKED
PORK CHOPS
lb. **149¢**
VALLEYDALE GROUND PORK
SAUSAGE..... lb. **69¢**
VALLEYDALE SLICED
BOLOGNA..... 12-oz. PKG. **59¢**
WILSON TENDER
BEEF LIVER
lb. **79¢**
HILLSHIRE FARMS COOKED
SMOKED SAUSAGE...lb. **\$1.09**
FOOD TOWN'S 100% PURE
GROUND BEEF
3 lbs. & up lb. **89¢**

SMART People Save With LFPINC

REGULAR MARGARINE Fleishmann's Oleo 2 1/2 .76 .87	UNDERWOOD DELICIOUS Liverwurst Spread 4 1/2-oz. .31 .36
SOFT MARGARINE Fleishmann's Oleo 2 1/2 .82 .93	BEE, HAM, OR CHICKEN Underwood Spread 4 1/2-oz. .59 .65
KIMBIE'S DIAPERS Overnight Toddlers 12 ct. 1.33 1.53	SEALD SWEET CHILLED Pure Orange Juice 4 1/2 qt. .79 .99
KEEPS BABY DRIER Kimbies Overnights 12 ct. 1.15 1.31	BES-PAK PLASTIC Sandwich Bags 16 ct. .39 .43
GOLD, PINK, OR WHITE Dial Bath Soap 5 1/2 .31 .34	BES-PAK PLASTIC Sandwich Bags 150-ct. Box .63 .71

NO DEPOSIT NO RETURN
SPRITE, TAB or
COKE
54-oz Bottle
73¢
WHY PAY 89

READY TO FEED
BABY FORMULA
SMA
32-oz CAN
73¢
WHY PAY 87

Health & Beauty Aids
COLD CAPSULES
CONTAC
10-ct. PKG. **\$1.49**
SAVE 50
VICK'S COUGH MEDICINE
Formule 44

NIGHT TIME COLD LIQUID
NYQUIL
6-oz. Bottle **\$1.49**
SAVE 40
3-oz. BOTTLE **\$1.19**
SAVE 30

SEMI-MOIST
KEN-L-
Burgers
72-oz PKG. **\$2.09**
WHY PAY \$2.53

CANNED DOG FOOD
KEN-L-
RATION
6 1-lb. CANS
\$1.17
WHY PAY \$1.43

TUNA FLAVOR
9-LIVES
Cat Food
6-oz CAN
21¢
WHY PAY 26

DECORATOR
VIVA
Towels
BIG ROLLS
2 89¢
WHY PAY \$1.12

15 OFF LABEL
ELECTRA-SOL
50-oz. BOX
89¢
WHY PAY \$1.23

BABY DIAPERS
DAYTIME
Kimbies
30-CT. BOX
\$2.15
WHY PAY \$2.39

HOUSEHOLD LIQUID
PUREX
BLEACH
GAL JUG
49¢
WHY PAY 79

IF YOU BOUGHT EACH OF THE GROCERY ITEMS IN THIS AD AT FOOD TOWN YOUR CASH SAVINGS WOULD BE MORE THAN
\$807 OF 190%

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