



Food Town's Gift To You 52 WEEKS OUT OF THE YEAR!

Food Town Doesn't Have To Freeze Price Increases For Four Weeks . . . Our Customers Save Money Every Week On More Than 5,500 Famous Nationally-Known Brands!

A price freeze for three or four weeks? How much will this affect the consumers' pocket books? What items will the freeze affect? What will happen to prices after the freeze? If you're a Big Star or A&P shopper, these are questions you should ask yourself. Then ask yourself if the frozen prices are better than Food Town's every day low prices.

As the old saying goes . . . "Sometimes it's fun to be fooled, but it's more fun to know" . . . especially when it involves your pocketbook.

Our shopping test, made on December 2, indicates that Food Town's low prices are lower than the other two super markets' frozen prices. Don't be fooled. There's a good reason why more SMART shoppers save money at Food Town than any other super market . . . With Food Town's "Lowest Food Prices In North Carolina" you can always be sure the total will be less . . . even compared to those so-called "frozen" prices.

Food Town Announced OPERATION LFPINC SEVEN YEARS AGO!

It's Just As Valuable To The SMART Customer Today As It Was Seven Years Ago . . . In Fact, Considering Inflation, LFPINC Means More Cash Savings For Budget-minded Shoppers

SMART SHOPPERS KNOW THE TOTAL IS ALWAYS LESS At FOOD TOWN



How Do These "Frozen" Prices Stack Up Against Food Town's "LFPINC"?

On Monday, December 2, 1974, the first day of the so-called "Price Freeze" made by two of the area's largest super market chains, we selected at random twenty-three grocery items most often bought by consumers at each of the two super markets. The prices are shown here compared with Food Town's every day low price. The results are clear: Food Town's lower prices are lower than the frozen prices. Imagine what the savings would be if all 5,500 grocery items at Food Town were compared.

HERE ARE THE 23 ITEMS PURCHASED	FOOD TOWN	BIG STAR	A&P WEO
Mrs. Butterworth Syrup, 24-oz. Bottle.....	1.07	1.19	1.23
Aunt Jemima Pancake Mix, 2-lb. Box.....	.67	.75	.75
Del Monte Fruit Cocktail, 17-oz. Can.....	.42	.45	.49
Crisco Oil, 24-oz. Bottle.....	1.07	1.25	1.19
Snowdrift Shortening, 3-lb. Can.....	1.79	1.89	1.99
46-oz. Cans Hi-C Fruit Drinks.....	.45	.45	.49
Van Camp's Pork & Beans, 16-oz. Can.....	.28	.29	.29
Dried Pinto Beans, 2-lb. Bag.....	.89	.97	1.05
14-oz. Box Minute Rice.....	.69	.77	.79
Armour Star Treet, 12-oz. Can.....	.79	.86	1.03
Instant Maxwell House Coffee, 10-oz. Jar.....	2.05	1.99	2.19
Instant Sanka Coffee, 8-oz. Jar.....	2.35	2.47	2.59
Lipton Flo-Thru Tea Bags, 100-ct. Box.....	1.19	1.59	1.45
Cheerios Cereal, 10-oz. Box.....	.54	.67	.67
15-oz. Box Kellogg's Sugar Frosted Flakes.....	.73	.85	.75
Kellogg's Raisin Bran, 15-oz. Box.....	.74	.89	.93
Quaker Quick Oats, 42-oz. Box.....	.84	1.05	.99
32-oz. Can Ready-to-serve Similac.....	.74	.79	.79
Daytime Baby Pampers, 30-ct. Box.....	1.99	2.35	2.31
Coffee-Mate Creamer, 16-oz. Jar.....	.99	1.09	1.17
Palmolive Liquid Detergent, 22-oz. Bottle.....	.77	.85	.87
49-oz. Box Cheer Detergent.....	1.12	1.09	1.05
Ken-L Ration Liver Dog Food, 6-Can Pack.....	1.17	1.62	1.68
Purina Dog Chow, 25-lb. Bag.....	5.10	5.59	5.69
GROCERY TOTALS.....	28.44	31.76	32.43
4% N.C. SALES TAX.....	1.14	1.27	1.30
GRAND TOTAL.....	29.58	33.03	33.73
FOOD TOWN'S TOTAL..	29.58	29.58	29.58
FOOD TOWN'S LFPINC SAVES YOU.....	3.45	4.15	

REMEMBER . . . These Are Food Town's Everyday Prices Compared To Those "FROZEN" Prices!!

Food Town's Gift To You: "LFPINC" 52 Weeks A Year!

YOU SAVED MONEY AT FOOD TOWN THE FIRST 48 WEEKS
NOW SAVE AT FOOD TOWN THE FINAL 4 WEEKS OF 1974
(AND FOR YEARS TO COME)