## Let's clear up the Confusion.

Recently one of our competitors, Park 'N Shop, questioned several points in our ad of June 28, 1976 which is reproduced below. I welcome this opportunity to further explain these points which seem to have Park 'N Shop officials confused.

Park ${ }^{\prime}$ N Shop says, Last week Food Town ran the price comparison on this page, however, it does not tell the whole truth. There are some facts that we feel you should know."

Park 'N Shop says,"Any comparison grocery order must contain fresh meats, produce, and dairy as well as grocery items to be comparable to a family's food needs - Food Town's order contained none of these."

Park 'N Shop says, Prices setting on the shelf do not save you one penny ... you save only on the items that you purchase."

Park 'N Shop says, "The statement . . Don't be misled by specials makes no sense. Specials do save you money, as is evident by the Park 'N Shop comparison order."

Park 'N Shop says, "The statement . . . The Total tells the Truth $\ldots$ is misleading. To be meaningful it would have to say
"Your Total tells the Truth" and... your total is
Your Total tells the Truth and $\dddot{y}$. your total is


Food Town replies, agreed, "we did not tell the whole truth" as we listed only 39 items in the comparison. To "tell the whole truth would have meant our listing the thousands of items on which FOOD TOWN prices are lower

Food Town replies, we feel that the only true comparison is a comparison where you compare identical items such as Crisco, Gerber Baby Food, JFG Mayonnaise, etc. How do you compare price when quality is sacrificed? Food Town sells USDA Choice Beef ... Park 'N Shop sells ????? Food Town sells first quality produce ... Park 'N Shop sells ????

Food Town replies, If Park'N Shop admits that Food Town's shelf prices are lower, aren't they admitting FOOD TOWN prices are lower as our customers do buy their merchandise from shelves . . . not off the floor.

Food Town replies, don't be misled by specials. We repeat DON'T BE MISLED BY SPECIALS. It is a common practice of most supermarkets to use "come-on" weekend features such as those used by Park ' N Shop in their comparison. This use of "come-on" items (also referred to as suction items because they are used to suck you in) appeals to some supermarket operators and to some customers. The SMART shopper isn't fooled by this type of advertising.

Food Town replies, "The Total tells the Truth?" or "Your Total tells the Truth?" Frankly,
I do not know whether the correct word is The or Your but I do know when I buy something I say The total not Your total, and no doubt you do the same. Also, this I know:
THE or YOUR...
YOU pay MORE
When you don't shop
a FOOD TOWN STORE.


Ralph W. Ketner
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FOOD TOWN STORES, INC.

