

ASKUS



Got A Question About Supermarkets, Buying Groceries, Etc?
Write to P.O. Box 1330 Salisbury, N.C., 28144.
We Tell It Straight.

Q. Some super markets run two and three-page ads. I have noticed that Food Town does not. Is there a reason? A. C.

A. Yes. Newspaper ads cost money, and Food Town's ad budget does not allow for two and three-page ads.

Q. Why is Food Town's budget for advertising not as large as other super markets? B. F.

A. By keeping advertising costs down, Food Town can pass this money on to customers in the form of lower prices.

Q. What do newspaper ads cost? Is the difference between one, two and three pages that much? G. Y.

A. Yes. The cost difference is great. For example, it costs on the average approximately \$750.00 for a one-page ad, \$1,500.00 for a two-page ad, and \$2,250.00 for three pages. By running only one page Food Town cuts its ad costs by \$1.2 million per year.

Q. Does all this cost-cutting in advertising mean that Food Town can offer lower prices? L. F.

A. According to Ralph Ketner, president of Food Town, this is precisely Food Town's reason for keeping advertising costs down.

<p>FRESH CHOPPED SIRLOIN STEAK 97¢ SAVE 42¢ PER POUND</p>			<p>USDA CHOICE TOP OR BOTTOM ROUND ROAST \$1.47 SAVE 42¢ PER POUND</p>			<p>USDA CHOICE TOP ROUND STEAK \$1.47 SAVE 42¢ PER POUND</p>			<p>USDA CHOICE FULL CUT ROUND STEAK \$1.27 SAVE 52¢ PER POUND</p>			<p>USDA CHOICE BONUS PAK CUBED STEAK \$1.37 SAVE 52¢ PER POUND</p>			<p>USDA CHOICE 20 TO 24-LB. Whole Beef RIBS \$1.37 SLICED FREE INTO RIB-EYE STEAKS, RIB STEAKS, OR BONELESS RIB STEAK SAVE 52¢ PER POUND</p>								
<p>USDA CHOICE SIRLOIN TIP STEAK lb. \$1.67</p>	<p>USDA BONELESS RUMP ROAST lb. \$1.67</p>	<p>CURTIS SLICED BACON 12-oz. Pkg. 89¢</p>	<p>CURTIS ALL MEAT CHUNK BOLOGNA lb. 79¢</p>	<p>TENDER JUICY Jamestown FRANKS 12-oz. Pkg. 59¢</p>	<p>USDA CHOICE MOUNTAIN DEW 6-bottle Carton \$1.49</p>			<p>QUART SIZE PEPSI LIGHT 6-bottle Carton \$1.49</p>			<p>CURTIS PATTIES SAUSAGE 12-oz. Pkg. 99¢ HORMEL LIL' SIZZLERS SAUSAGE 12-oz. Pkg. 79¢ FROSTY MORN MONEY GOLD SAUSAGE 12-oz. Pkg. 59¢ ARMOUR STAR GRILL DOG FRANKS 1-lb. Pkg. 99¢</p>												
<p>CURTIS PARTY MEAT FRANKS 24-oz. Pkg. \$1.29 CURTIS BLUE RIBBON FRANKS 12-oz. Pkg. 69¢ ARMOUR STAR SLICED BACON 12-oz. Pkg. \$1.09</p>	<p>BORDEN'S SLICED AMERICAN CHEESE 12-oz. Pkg. 99¢</p>	<p>FOOD TOWN SLICES AMERICAN CHEESE 12-oz. Pkg. 99¢</p>	<p>NABISCO'S CHOCOLATE OREOS Pkg. 79¢</p>	<p>WISE POTATO CHIPS Twin Pack 69¢</p>	<p>BRUCE SWEET Potatoes NO 2 1/2 CAN .49 ZESTA OR PREMIUM SALTINE 1-lb. BOX .61 CRACKERS REGULAR GRIND 1-lb. BAG 22¢ H&C Coffee PURE INSTANT 10-oz. JAR 30¢</p>			<p>GREEN GOODNESS DRESSING 8-OZ. BOTTLE .58 7-Seas DEL MONTE APRICOT 2-CAN PACK .30 Nectar QUAKER INSTANT 1-lb. SIZE .45 Quick Grits WELCH'S GRAPE PRESERVES 10-oz. JAR .54</p>			<p>SMUCKER'S PURE STRAWBERRY PRESERVES 18-oz. Jar 89¢</p>												
<p>BANQUET FROZEN MEAT PIES CHICKEN • TURKEY • BEEF 4 \$1.49 8-oz. Pkgs. WHY PAY \$1.40</p>			<p>SWEET OR BUTTERMILK BALLARD BISCUITS 6-CAN PACK 79¢ WHY PAY 99¢ 4 CAN PACK PILLSBURY BISCUITS 65¢</p>			<p>LUNCHEON MEAT ARMOUR'S TREET 12-OZ. CAN 89¢ WHY PAY \$1.19</p>			<p>HI & DRI PAPER TOWELS Big Roll 39¢ WHY PAY 49¢</p>			<p>ASSORTED CAT FOOD TENDER VITTLES 3 89¢ WHY PAY \$1.11</p>			<p>HOUSEHOLD BLEACH LIQUID CLOROX Gal. Jug 69¢ WHY PAY 91¢</p>								
<p>LIGHT BROWN, 4X, 10X SUGAR DIXIE CRYSTALS 1-LB. BOX 39¢ WHY PAY 45¢</p>	<p>KRAFT'S MARGARINE PARKAY OLEO 1-LB. PKG. 53¢ WHY PAY 63¢</p>	<p>WASHINGTON STATE GOLDEN DELICIOUS APPLES 10 for 79¢ WALNUTS, ALMONDS, FILBERTS, BRAZILS, MIXED In-shell Nuts 1-lb. Pkg. 59¢</p>		<p>BORDEN'S SQUARE ICE CREAM 1/2-Gal. Carton 89¢</p>	<p>PARTY TIME ASSORTED Cookies 15-oz. Pkg. 49¢</p>	<p>NESTLE'S INSTANT Chocolate QUIK 2-lb. Box \$1.49</p>	<p>PURE COFFEE INSTANT Nescafe 10-oz. Jar \$2.99</p>	<p>PURE VEGETABLE CRISCO OIL 24-oz. Bottle 79¢</p>	<p>25¢ OFF LABEL Fabric Softener DOWNY 96-OZ. SIZE \$2.29 WHY PAY \$2.89</p>			<p>2¢ OFF LABEL CLEANSER COMET 14-OZ. CAN \$1.49 WHY PAY \$1.22</p>			<p>LIQUID SWEETENER 12-OZ. BOTTLE 1.25 Sucaryl 12-OZ. BOTTLE .51 G-Fruit Juice 48-OZ. CAN .49 SEALD SWEET UNSWEETENED G-Fruit Juice 48-OZ. CAN .49 Orange Juice 48-OZ. CAN .55 SEALD SWEET UNSWEETENED Orange Juice 48-OZ. CAN .54 KRAFT'S CANDY 8-OZ. PKG. .52 ITALIAN DINNER 8-OZ. PKG. .40 PURE INSTANT COFFEE 10-oz. JAR 3.39 Max. House 1-lb. SIZE .86</p>								
<p>SAVE 25¢ WITH THIS COUPON AT FOOD TOWN ON ANY 1-LB. CAN COFFEE BY MAXWELL HOUSE With Coupon \$2.42 Without Coupon \$2.67 Why Pay \$2.79 LIMIT ONE COUPON PER PURCHASE VOID AFTER JANUARY 22, 1977</p>			<p>U.S. NO. 1 WHITE POTATOES 20-lb. Bag \$1.79</p>			<p>AMERICA'S FAVORITE ANTIFREEZE PRESTONE GALLON SIZE \$3.59 WHY PAY \$4.49</p>			<p>10¢ OFF LABEL BATH BAR COAST 2-BAR PACK 58¢ WHY PAY 76¢</p>			<p>97% CAFFEIN-FREE Instant Decaf 4-oz. Jar \$1.69 BORDEN'S REAL Orange Juice 4 Qt. \$1.00 CHILLED Orange Juice 1/2-Gal. Size 87¢ DU PONT KIDDY Toothbrushes 5 for \$1.00</p>			<p>FREE SCHICK SUPER II TWIN BLADE CARTRIDGE RAZOR WITH EACH PURCHASE OF LISTERINE MOUTHWASH 32-oz. Bottle \$1.79 WHY PAY \$2.09</p>			<p>ALPO BEEF DOG FOOD 14 1/2-oz. Can 29¢ WHY PAY 37¢</p>			<p>DETERGENT GIANT DRIVE 49-oz. Box \$1.34 WHY PAY \$1.49</p>		
<p>474 LINWOOD ROAD, GASTONIA - 510 WOODLAWN AVE., N. BELMONT - OPEN MON. THRU SAT. & A.M. - 9 P.M.</p>																							

