

# 12 ~~10~~ & Consecutive Weeks PROOF POSITIVE FOOD TOWN HAS LEADING

Independent Price Surveys Prove It! Prove It Yourself...Shop FOOD TOWN!

## INDEPENDENT PRICE SURVEY RESULTS

SURVEYS CONDUCTED BY AN UNBIASED RESEARCH GROUP

Three of the largest chain super markets in this area combined beat FOOD TOWN on only 59 items, tied FOOD TOWN on price on only 34 items.

FOOD TOWN beat the three combined on 432 items.

WEEK 11  
APRIL 15, 1977

	FOOD TOWN	WINN DIXIE	BIG STAR	A&P
Hershey Unsweet. Baking Choc. . . . . 8-oz.	1.27L	1.49	1.69	1.45
Hershey Mini-Chips . . . . . 12-oz.	.87L	.89	1.05	.95
Hershey's Cocoa . . . . . 8-oz.	1.15	.93L	—	.95
Hershey's Cocoa . . . . . 16-oz.	2.09	1.63	—	1.55L
Hershey's Instant Cocoa . . . . . 16-oz.	.89L	1.03	1.25	.99
Hershey's Choc. Syrup . . . . . 16-oz.	.49	.53	.53	.48L
Hershey's Hot Cocoa Mix . . . . . 12-oz.	.95L	—	.98	—
Nestle Semi-Sweet Choc. Morsels . . . . . 6-oz.	.69L	.79	.77	.79
Nestle Semi-Sweet Choc. Morsels . . . . . 12-oz.	1.33L	1.45	1.47	1.45
Nestle Milk Choc. Morsels . . . . . 11 1/2-oz.	1.33L	1.49	1.47	—
Nestle Hot Cocoa Mix (Env.) . . . . . 12-oz.	.85L	.99	1.09	1.18
Nestle Hot Cocoa Mix (Can) . . . . . 24-oz.	1.89L	1.95	—	2.25
Nestle's Chocolate Quik . . . . . 8-oz.	.59L	.67	.69	.69
Nestle's Chocolate Quik . . . . . 16-oz.	.99L	1.09	1.15	1.15
Nestle's Chocolate Quik . . . . . 32-oz.	1.59L	1.69	1.95	1.79
Baker's Baking Chips . . . . . 12-oz.	.94L	1.09	1.07	—
Baker's Unsweet. Chocolate . . . . . 8-oz.	1.39L	1.45	1.59	1.85
Baker's Semi-Sweet Chocolate . . . . . 8-oz.	1.44L	1.45	1.59	1.75
Baker's German Chocolate . . . . . 4-oz.	.62L	.73	.79	.73
Swiss Miss Hot Cocoa Mix . . . . . 12-oz.	1.03	.99L	1.03	—
Carnation Hot Cocoa Mix . . . . . 30-oz.	2.23	1.99L	—	2.39
Carnation Hot Cocoa Mix . . . . . 12-oz.	1.03	.97L	1.19	1.19
Carnation Hot Cocoa Mix . . . . . 1-oz.	.09	6.49L	.11	3.31
PDQ Chocolate Beads . . . . . 10 1/2-oz.	.83L	—	.95	.95
Mueller's Elbow Macaroni . . . . . 8-oz.	.27L	.27L	.27L	.29
Mueller's Elbow Macaroni . . . . . 16-oz.	.49L	.49L	.49L	.53
Mueller's Ready Cut Macaroni . . . . . 8-oz.	.27L	.27L	.27L	.29
Mueller's Thin Spaghetti . . . . . 8-oz.	.27L	.27L	.27L	.31
Mueller's Egg Noodles . . . . . 10-oz.	.51L	—	.51L	.55
Mueller's Old Fash. Egg Noodles . . . . . 8-oz.	.39L	.41	.39L	.45
Skinner Short-cut Macaroni . . . . . 8-oz.	.26L	.28	.27	3.89
Skinner Short-cut Macaroni . . . . . 16-oz.	.38L	—	.39	.43
Skinner Short-cut Macaroni . . . . . 24-oz.	.71L	.77	.73	.79
Skinner's Dumplings . . . . . 12-oz.	.45	.39L	.47	.49
Skinner's Egg Noodles . . . . . 8-oz.	.38L	—	.39	.45
Skinner's Egg Noodles . . . . . 12-oz.	.51L	.55	.53	.59
Skinner's Spaghetti . . . . . 21-oz.	.39L	.43	.41	.45
Skinner's Spaghetti . . . . . 24-oz.	.72L	—	.75	.79

	FOOD TOWN	WINN DIXIE	BIG STAR	A&P
Skinner's Italian Thin Spaghetti . . . . . 16-oz.	.51L	.55	.53	.57
Skinner's Thin Spaghetti . . . . . 8-oz.	.26L	—	.27	3.89
Skinner's Lasagna . . . . . 8-oz.	.43L	—	.45	—
Skinner's Ready-cut Macaroni . . . . . 8-oz.	.26L	—	.27	—
Skinner's Sea Shells . . . . . 12-oz.	.38L	—	.49	—

WEEK 12  
APRIL 12, 1977

	FOOD TOWN	WINN DIXIE	BIG STAR	A&P
Crisco Oil . . . . . 12-oz.	.54L	—	.56	.59
Crisco Oil . . . . . 24-oz.	.99	.95L	.95L	.99
Crisco Oil . . . . . 38-oz.	1.55	1.49L	1.58	1.49L
Crisco Oil . . . . . 48-oz.	1.93	1.79	1.79	1.75L
Crisco Oil . . . . . Gallon	4.99	—	—	4.35L
Wesson Oil . . . . . 16-oz.	.71	.73	.69L	.75
Wesson Oil . . . . . 24-oz.	.91L	.95	.95	.99
Wesson Oil . . . . . 38-oz.	1.55	1.49L	1.58	1.59
Wesson Oil . . . . . 48-oz.	1.93	1.79L	1.88	1.79L
Wesson Oil . . . . . Gallon	4.99	4.89L	—	—
Mazola Corn Oil . . . . . 16-oz.	.84	.83L	.89	.95
Mazola Corn Oil . . . . . 24-oz.	1.22	1.17L	—	1.29
Mazola Corn Oil . . . . . 32-oz.	1.62	1.55L	1.77	1.55L
Mazola Corn Oil . . . . . 48-oz.	2.35	2.29	2.59	2.25L
Mazola Corn Oil . . . . . Gallon	5.99L	6.19	6.39	—
Private Label Oil . . . . . 24-oz.	.92	.93	.99	.85L
Private Label Oil . . . . . 48-oz.	1.74	1.49L	1.69	1.49L
Crisco Shortening . . . . . 1-lb.	.68	—	.69	.65L
Crisco Shortening . . . . . 3-lb.	1.57L	1.59	1.59	1.59
Snowdrift Shortening . . . . . 3-lb.	1.49	1.49	1.39L	—
Clorox Liquid Bleach . . . . . 16-oz.	.21L	.25	.24	.23
Clorox Liquid Bleach . . . . . 32-oz.	.37L	.41	.44	.39
Clorox Liquid Bleach . . . . . 64-oz.	.53L	.59	.59	.53L
Clorox Liquid Bleach . . . . . Gallon	.79L	.79L	.88	.79L
Clorox Liquid Bleach . . . . . 1 1/2-Gallon	1.18L	1.33	1.32	1.23
Clorox 2 Dry Bleach . . . . . 24-oz.	.65L	.73	.73	.79
Clorox 2 Dry Bleach . . . . . 40-oz.	1.05L	1.19	1.17	1.23
Clorox 2 Dry Bleach . . . . . 61-oz.	1.51L	1.73	1.69	1.75
Clorox 2 Dry Bleach . . . . . 100-oz.	2.41L	2.73	2.69	2.69

	FOOD TOWN	WINN DIXIE	BIG STAR	A&P
Borateem . . . . . 48-oz.	.93L	1.05	1.07	1.09
Borateem . . . . . 6-lb. 4-oz. Gallon	1.83L	2.05	2.09	2.19
Purex Liquid Bleach . . . . . 8-oz.	.69L	.74	.73	—
Gold Seal Snow Bleach . . . . . 26-oz.	1.05L	—	—	1.23
Tide Detergent . . . . . Reg. Size	.56L	.65	.59	.67
Tide Detergent . . . . . Giant Size	1.34	1.45	1.39	1.29L
Tide Detergent . . . . . King Size	2.23L	2.45	2.45	2.29
Fab Detergent . . . . . Reg. Size	.57L	.67	.64	.67
Fab Detergent . . . . . Giant Size	1.37L	1.49	1.46	1.47
Fab Detergent . . . . . King Size	2.27L	2.49	2.52	2.29
Cold Power Detergent . . . . . Reg. Size	.57L	.67	.64	.67
Cold Power Detergent . . . . . Giant Size	1.37L	1.49	1.49	1.39
Cold Power Detergent . . . . . King Size	2.27L	2.49	2.52	2.49
Arm & Hammer Detergent . . . . . Giant Size	1.35L	1.45	1.39	1.69
Arm & Hammer Detergent . . . . . King Size	2.19L	2.45	2.29	2.69
Gain Detergent . . . . . Giant Size	1.34L	1.45	1.45	1.47
Gain Detergent . . . . . King Size	2.23L	2.45	2.49	2.49
Cheer Detergent . . . . . Reg. Size	.56L	.65	.59	.67
Cheer Detergent . . . . . Giant Size	1.34L	1.45	1.45	1.39
Cheer Detergent . . . . . King Size	2.23L	2.45	2.45	2.49
Oxydol Detergent . . . . . Giant Size	1.34L	—	1.45	1.47
Drive Detergent . . . . . Giant Size	1.34L	1.49	—	1.52
Bold Detergent . . . . . Giant Size	1.34L	1.45	1.45	1.47
Dash Detergent . . . . . Giant Size	1.18L	1.35	1.43	1.39
All Detergent . . . . . Home Size	7.14L	7.99	7.99	7.99
All Detergent . . . . . Giant Size	1.19L	1.35	1.39	1.39
All Detergent . . . . . Jumbo Size	3.57L	3.99	3.69	3.99
Ajax Detergent . . . . . Giant Size	1.37L	1.58	1.59	1.47
Ajax Detergent . . . . . King Size	2.27L	—	2.52	—
Ajax Detergent . . . . . Giant Size	1.42L	1.63	1.51	—
Duz Detergent . . . . . King Size	2.36L	2.73	2.45	2.69
Punch Detergent . . . . . King Size	1.44L	—	1.69	1.79

LOWEST PRICES . . . . . 71 14 4 12  
PRICES TIED . . . . . 8 5 6 2

WHITE CLOUD  
**BATHROOM TISSUE**  
4 **69¢**  
WHY PAY 99¢

ASSORTED GRINDS COFF.  
**MAXWELL HOUSE**  
1-Lb. Bag **\$3.09**

**SAVE 25¢**  
WITH THIS COUPON AT FOOD TOWN ON ANY 1-LB CAN  
**Maxwell House Coffee**  
WITH COUPON **\$3.04** WITHOUT COUPON **\$3.29** WHY PAY **\$3.59**

DETERGENT  
**SUPER SUDS**  
49-Oz Box  
**69¢**  
WHY PAY 99¢

QUART PEPSI LIGHT OR  
**MOUNTAIN DEW**  
6-Bottle Carton  
**\$1.49**

CHATHAM DRY  
**DOG FOOD**  
25-Lb Bag  
**\$2.99**  
WHY PAY \$3.69

QUART SIZE  
**ROYAL CROWN COLA**  
6-Bottle Carton  
**\$1.59**

20¢ OFF LABEL  
**LIQUID IVORY**  
32-Oz. Bottle  
**99¢**

PRINGLES NEW FANGLED  
CHIPS 8-oz. 89¢  
APPLE JUICE 16-oz. 16¢  
MAXWELL HOUSE 8-oz. 2.69  
REGULAR OR ELECTRA COFFEE 2-Lb. 6.53  
PURE INSTANT COFFEE 10-oz. 3.95

FULL OR FLAVOR  
Tenderleaf Tea Bags 100-Ct. 1.39  
Peanut Butter 12-oz. 61¢  
Peanut Butter 18-oz. 86¢  
SUPERFINE SHOEPeg Corn 303-Ct. 33¢  
Triple Succotash 303-Ct. 46¢

**PRODUCE**

FRESH IN-THE-HUSK  
**YELLOW CORN**  
Ear **12¢**

EXTRA FANCY RED RIPE  
**STRAWBERRIES**  
QUART BASKET **99¢**

FRESH SNOW-WHITE  
**Cauliflower** . . . . . Head **69¢**

FRESH TENDER YOUNG  
**Green Broccoli** . . . . . Bch. **58¢**

EXTRA FANCY  
**Cucumbers** 5 For **\$1.00**

FRESH SOUTH CAROLINA  
**Spring Onions** 4 Bchs. **\$1.00**

FRESH JUICY  
**Large Lemons** 10 For **\$1.00**

JUICY SEEDLESS  
**Sunkist Oranges** 4-Lb. Bag **99¢**

FRESH TENDER GREEN  
**ASPARAGUS** . . . . . Lb. **78¢**

CRISP CRUNCHY  
**CARROTS** . . . . . 2-Lb. Pkg. **\$1.00**

**The TOTAL Meat People**

SMITHFIELD TENDER LEAN  
**SMOKED PICNICS**  
SAVE 30¢ PER POUND  
Lb. **49¢**

FRESH AND WHITE  
**Salt Fat Back** . . . . . Lb. **37¢**

TENDER AND FRESH  
**Sliced Beef Liver** . . . . . Lb. **57¢**

TENDER SLICED  
**Market Style Bacon** . . . . . Lb. **99¢**

USDA CHOICE BEEF  
**Sirloin Tip Roast** . . . . . Lb. **\$1.67**

USDA CHOICE BOTTOM OR  
**Top Round Roast** . . . . . Lb. **\$1.47**

**BARGAIN BUNDLE \$1.99**  
• 3-LB BEEF STEW  
• 3-LB MARKET STYLE BACON  
• 3-LB CURED STEAK  
• 3-LB CHUCK ROAST

USDA CHOICE CHUCK  
**BONELESS ROAST**  
Lb. **97¢**

USDA CHOICE FULL CUT  
**ROUND STEAK**  
Lb. **\$1.27**

USDA CHOICE TOP  
**ROUND STEAK**  
Lb. **\$1.47**

FRESH CURTIS BLUE RIBBON  
**Sliced Bacon** . . . . . 12-Oz. Pkg. **99¢**

REGULAR OR BEEF  
**Curtis Franks** . . . . . 12-Oz. Pkg. **69¢**

CURTIS BLUE RIBBON  
**Sliced Bologna** . . . . . 1-Lb. Pkg. **99¢**

SMITHFIELD REGULAR OR BEEF  
**Dinner Franks** . . . . . 1-Lb. Pkg. **99¢**

SMITHFIELD, P. & P. BOLONDA, LALAM, SOUSE  
**Lunch Meats** . . . . . 8-Oz. Pkg. **57¢**

NORMAL SAUSAGE  
**Lil' Sizzlers** . . . . . 12-Oz. Pkg. **89¢**

JAMESTOWN SLICED  
**Country Ham** . . . . . 12-Oz. Pkg. **\$1.99**

TENDER LEAN  
**PORK STEAKS**  
Lb. **97¢**

FRESH BOSTON BUTT  
**PORK ROAST**  
Lb. **87¢**

QUARTER LOINS SLICED FREE INTO  
**PORK CHOPS**  
Lb. **97¢**

SWIFT'S PREMIUM FULLY COOKED  
**HOSTESS HAMS**  
4-Lb. CAN **\$6.97**  
SAVE \$1.01 SLICED FREE

**THE TOTAL MEAT PEOPLE**

Save-Rite  
**FOOD TOWN**  
Why Pay More? . . . Food Town Gets It For Less!