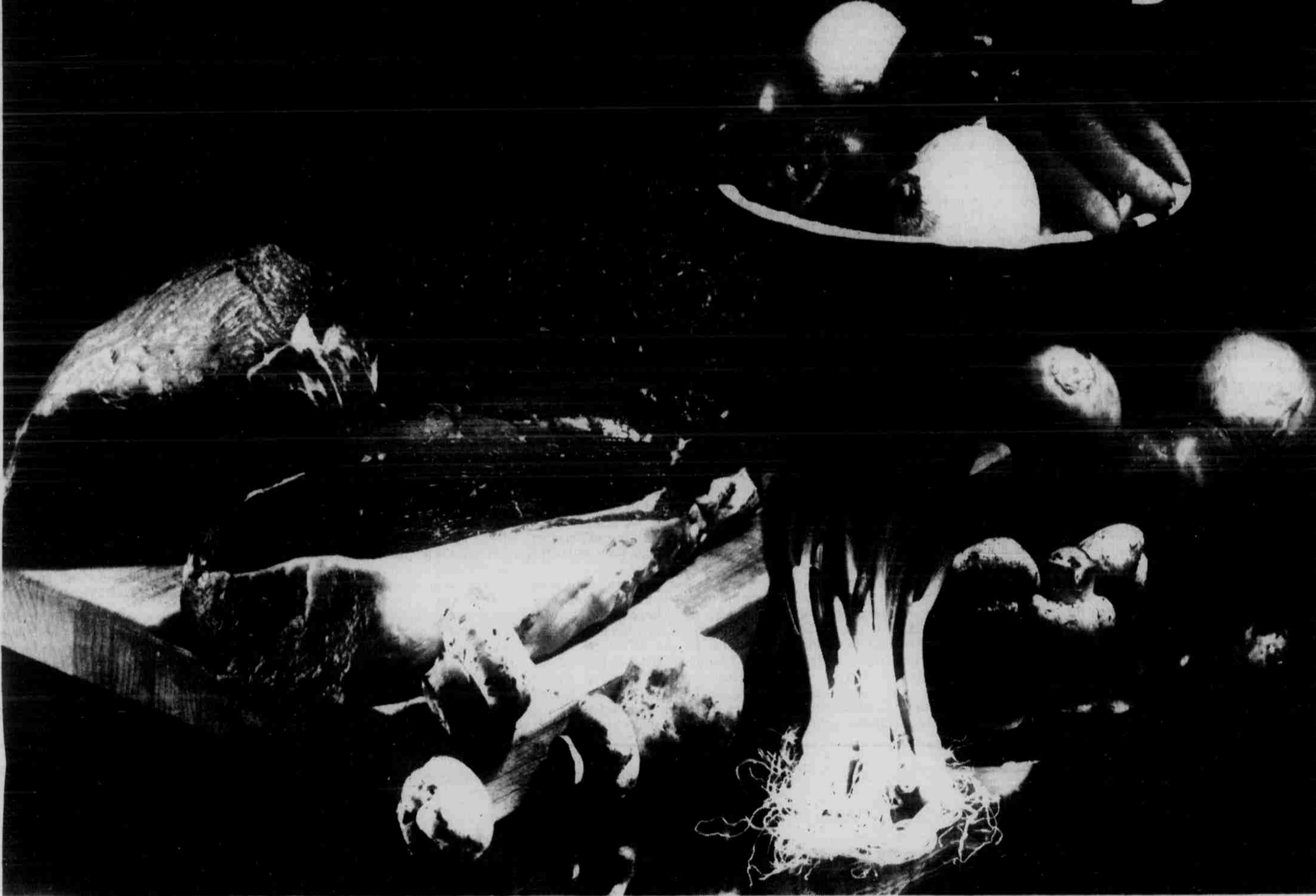


Super Low Food Prices With Quality!



Nowhere else do you find this combination of values!

1. Tender juicy meats, garden fresh produce and the national brand grocery items you've learned to trust. All of these are priced really low for you every day! Add to this -- weekly specials that'll save you even more. These special buys are made possible through timely buying, manufacturer's discounts, volume purchases and will assure you of greater savings each time you shop. Simply, if you're not shopping Harris-Teeter you're paying too much for food.

2. Only the very finest and freshest of foods -- USDA Choice graded heavy western beef, "More Value Quality Trimmed" of excess bone and fat, prior to weighing and labeling, Government inspected fresh pork, Holly Farms Grade A Poultry and the freshest, leanest lamb and veal. Nowhere else will you find a wider selection of meat with more freshness, more quality or More Value.

3. Harvest Fresh Garden Produce that's the "Cream of the Crop" is the only kind of produce we sell. No other food

can surpass fresh fruits and vegetables in healthy nutrition and vitamins. And because of our direct from the field buying, no other food store brings you fresher fruits and vegetables than Harris-Teeter.

4. The widest Variety - in Harris-Teeter you'll find the national brands you've learned to trust. And you'll probably find it in the size can, jar, or box that's most economical for your needs. If we don't have an item or brand you want, talk to us, and we'll try our best to get it. You'll find economical private label brands -- same quality you expect but at a greater savings. In every meat case and in every produce bin, you find more cuts, more selection, more quality and always More Value.

5. Bakery/Deli and Wine Cellar - Our people are up in the small hours of the morning to create the taste tempting, mouth watering pastries, cakes and breads that greet you a few hours later. You'll find our Bakery brings back the good fresh taste of homemade. And when you want good food in a hurry, count on our delicatessen. It's just a few minutes from the

shopping to the eating when your meals come from our deli. We have delectable meats like ham, roast beef, roast turkey, sliced fresh to order. Pick up a salad and some of our delicious fresh baked beans - and call the family to dinner.

We'd like you to ... visit our wine cellar. Here you'll find a great selection of domestic and imported wines. You don't have to be a connoisseur to appreciate the enticing selection of quality wines ... and they're all "More Value priced".

6. Friendly Service - Harris-Teeter was started 40 years ago right here in the Carolinas. We grew up on "Home Town Hospitality", and now we're proud to say, wherever there's a Harris-Teeter store, we like to become the "Hometown Food Store". Come in and meet your neighbors, they're all here to give you more savings, more service, more freshness, more quality ... MORE VALUE!

We're out to change you over.

Harris Teeter

M More Value

We're a lot more than you expect in a food store

Located In The Carr Mill Shopping Village, Greensboro At Weaver Street