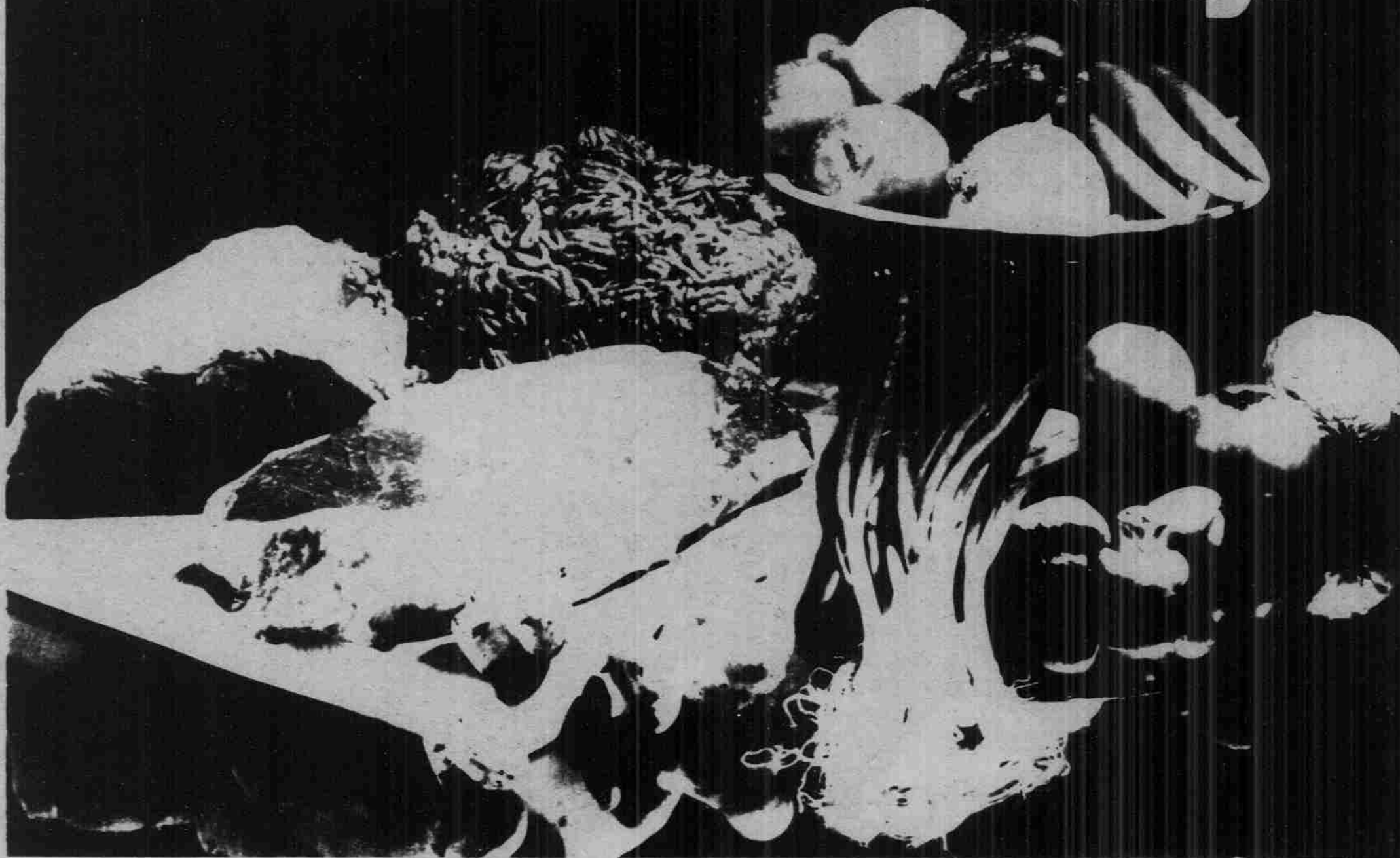


Super Low Food Prices With Quality!



Nowhere else do you find this combination of values!

1. Super Low Prices

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 save you even more. If you're not shopping Harris-Teeter, you're paying too much for food.

2. Quality Meats

USDA Choice graded heavy western beef, "Quality Trimmed" 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 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. You'll find economical private label brands—same quality you expect but at a greater savings.

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. 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.

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 your "Hometown Food Store." We're all here to give you more savings, more service, more quality, more freshness ... MORE VALUE!

Harris Teeter

M More Value

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