



The shelves are lined with the more than 5,500 every day low prices found throughout each Food Town Store. Customers can tell at a glance how much their savings are on each item through the use of brightly colored shelf tags listing Food Town's price and what other super markets generally charge. Food Town features nationally known brands with only a few in-store brands.



A Food Town customer has her groceries checked out rapidly and efficiently by the friendly, well-trained cashiers. The check-out is where the real savings from LFPINC shows up. Every Food Town ad spells out the fact that "It is the total that counts." Some super markets may have a few selected special items priced lower than Food Town's every day low price, but over-all, the total comes out less at Food Town.

Area Spot Check:

Comparison Shows Food Town Is Lower

Food Town's claim to the "lowest food prices in North Carolina" is constantly under attack by competitors.

"Our claim has been checked and re-checked," commented Ketner, "but the ultimate test of its validity rests with the consumer."

"The Food Town method really does mean more food on the table for less money, and that's the whole purpose of Food Town's claim to LFPINC," added Ketner.

A spot check of existing stores in the Fayetteville area confirmed that what Ketner says is true.

According to Ketner Food Town prices will save housewives from two cents to one dollar per item.

A sampling of prices in effect last week in area stores showed the following:

A jar of strained Gerber's Baby Food is priced at 9 cents at Food Town, while Big M charges 11 cents for the same item. A 2-pound box of Nestle's Chocolate Quik is priced at \$1.99 at A & P, 30 cents more than Food Town's price of \$1.69.

13 cents is the difference in the price of a 15-ounce box of Kellogg's Raisin Bran: Food Town's price, 66 cents; Big Star's price, 79 cents.

A 25-pound bag of Purina Dog Chow sells for \$5.09 at Food Town, while A & P charges \$5.99 for the same 25-pound bag. 32-ounce bottles of RealLemon Juice sell for 59 cents at Food Town, 30 cents less than Winn-Dixie's 89-cent price.

A 28-ounce box of Comet Long Grain Rice is 64 cents at Food Town,

69 cents at Winn-Dixie. The price on a 10-ounce box of Toast-em Pop-ups at Food Town is 45 cents, 12 cents less than Big M's price of 57 cents.

18-ounce bottles of Kraft's Barbecue Sauce sell for 49 cents at Food Town, compared with Big Star's price of 79 cents. That's a difference of 30 cents.

27-ounce jars of Instant Tang sell for \$1.59 at Food Town, 26 cents less than A & P's price of \$1.85. Big Star, Big M, and Winn-Dixie all charge 99 cents for the 23-ounce boxes of Duncan Hines Fudge Brownie Mix, while Food Town's everyday price is 82 cents.

A & P and Winn-Dixie charge \$1.45 for 3-pound cans of Crisco Shortening. Food Town's price is \$1.28. A 5-pound bag of Martha White Flour sells for 69 cents at Food Town, 10 cents less than Big M's price of 79 cents.

A & P's price of 83 cents is 29 cents higher than Food Town's price of 54 cents for a 12-ounce box of Post's Grape-Nut Flakes.

"The price comparison could go on for more than 5,500 items," Ketner added, "but this small list will give the consumer an idea of the values that are available at Food Town."

Ketner pointed out that prices increase at Food Town only when costs increase. Even then, he added, we will hold the lower price as long as possible.

"All we ask," Ketner continued, "is that the customer try Food Town and see for herself that what we say is true."

Food Town Is Out For Business

Food Town claims to have the "lowest food prices in North Carolina."

Ralph Ketner, president of the super market chain, says that the first ten years since 1957 were primarily an experiment. At least that's the way he likes to think of them.

In 1968 the chain began its new concept of low pricing — LFPINC — and sales soared from five million dollars for 1967 to one hundred thirty million for 1975.

"Our thinking in 1968," says Ketner, "was that if week-end specials were good, then why shouldn't every day low prices be good."

Ketner's idea was unique in grocery shopping in this area. Many people said his plan would mean the end of Food Town.

"In fact," Ketner adds with a smile, "some of our competitors said this was our way of going out of business. They were wrong. Food Town was going out FOR business, and that's exactly what we did."

Ketner said Food Town's plan is not just buying on a volume basis, but buying "better" with the customers' interest at

May 3 In Fayetteville

Food Town's "LFPINC" Brings Lower Grocery Prices To Area

The word is out!

Fayetteville and Cumberland County area residents will soon be eating more and paying less when Food Town opens here on Monday morning, May 3.

New Food Town shoppers, if they're like Food Town shoppers elsewhere, will be bragging about their savings. From all over, wherever a Food Town opens, the comments are favorable.

Food Town president Ralph W. Ketner comments, "Our concept is in serving the housewife, a concept which has proven itself in other areas and will soon be proving itself in Fayetteville and surrounding area. The concept is simple: Food Town sells more for less six days out of the week."

The new Food Town Store in Fayetteville will stock more than 5,500 shelf items which will sell for less than the established stores in this area.

The fact that Food Town sells for less is repeatedly proven by shopping comparison tests made by Food Town itself, by independent concerns interested in the validity of the claim, and by shoppers themselves who attest to the fact.

"Food Town is proud to be a part of this community," Ketner said, "and if the housewife will avail herself of the values, she'll be proud to have us here."

BEGAN IN 1968

The high sales volume method of merchandising groceries was started in 1968 in the seven stores then operated by Food Town. The Fayetteville store marks the thirty-ninth unit in the company's growth, and is proof that the customers are very much aware of the lower prices resulting from Food Town's concept.

"We at Food Town just felt that the consumer needed a method of grocery buying like we've

got," Ketner added. "We are able to buy on a volume basis, and in particular we pride ourselves on the efficiency of our operation, and the Food Town method is to pass the savings on to the customer."

The Grand Opening of the Fayetteville store, as is true of every Food Town Store, won't be a temporary affair. "The Grand Opening will be from now on," Ketner added.

There are low prices every day of the week on the more than 5,500 items in the store. The low prices are available all the time. There aren't just a few winners when the store opens. Every customer is a winner every time she shops.

Ketner asks that local housewives who haven't tried Food Town compare Food Town prices with those they're now paying in area stores. "The average customer can save from \$3.00 to \$4.00 or more every week by shopping at Food Town," he

said. "If the housewife will try our method, she'll know for herself."

NO GAMES, FRILLS

Food Town offers no week-end frills, no stamps, no games or races, and no week-end specials.

"We just believe that the housewife is plagued with too many frills already," Ketner commented. "Week-end specials don't appeal to all people. We think the consumer wants solid values for their food dollars, and that's what Food Town gives them."

"Food Town has proved it has the 'savings' the housewife wants, and we want to make it available to as many people as possible," added Ketner, "and area residents can see this for themselves if they will just give Food Town a try."

Ketner added that Food Town's goal is to put more

food on the table for less money, and housewives can get more and pay less if they will try the Food Town way.

LFPINC - LFPISC

It was when the new Food Town concept of grocery shopping was started back in 1968 that the slogan "LFPINC" was adopted as a symbol of what the Food Town story is all about.

LFPINC stands for "lowest food prices in North Carolina."

"This is our motto, and this is exactly what we have," Ketner added. "Now that we're in South Carolina, we're adding 'LFPISC' as part of our slogan: 'Lowest Food Prices in South Carolina.'"

"Our food prices are lower than the competitors' and the lowest in South Carolina on a day to day basis. Food Town will compare its record with anyone six days a week."



A Customer selects a package of meat from the well-stocked meat cases at Food Town. Only USDA Choice Heavy Western Grain-fed Beef is sold at Food Town. A complete selection of fresh meats — pork, beef, poultry — plus a wide variety of packaged meats are sold at Food Town.

heart.

Food Town merchandise is bought through Save-Rite Corporation, a distribution and warehousing operation covering over 400,000 square feet of floor space.

"When Food Town pays less for an item, Food Town customers pay less. We are not trying to fool the consumer by saying Food Town is selling below cost. We are simply selling for less," adds Ketner.

There are over 5,500 items in each and every Food Town selling for less. "Even our competition agrees," says Ketner, "that our prices are too low — too low for them."

"Our customers know our prices are lower," adds Ketner, "and their savings prove it. We're proud of what we're able to do and proud that we have customers who drive from miles around to shop with us." "We're concerned, however, that some of the local people still haven't gotten the message. We want them all to know, because they're the ones who benefit.

Food Town Invites You TO MAKE YOUR Own Comparison Test

The only way you can prove to yourself that Food Town's prices are lower is to make a comparison test yourself. To help you, we're providing you with a list of some of the more regularly purchased items, along with Food Town's every day shelf price. In the space provided beside Food Town's price, jot down the price you've been paying at your super market.

ITEM	Food Town Price	Your Price	ITEM	Food Town Price	Your Price
Del Monte Catsup . . . 32-OZ Bottle	.69		Cheerios Cereal 15-OZ BOX	.77	
Peter Pan P-nut But. 18-OZ JAR	.96		Kellogg's Special K . . 15-OZ BOX	.83	
Sunsweet Prune Juice 40-OZ Bottle	.75		KELLOGG'S FROSTED FLAKES 20-OZ BOX	.88	
V-8 Veg. Juice 46-OZ CAN	.59		Kellogg Rice Krispies . 13-OZ BOX	.68	
Thank YOU Cherry Pie Filling NO. 2 CAN	.59		Handi-Pak Corn Flakes 6-OZ PACK	.47	
V.Camp Pork & Beans 16-OZ CAN	.28		Wheat Chex 15-OZ BOX	.57	
Dried Pinto Beans . . . 2-LB BAG	.45		Quaker Quick Oats . . . 42-OZ BOX	.89	
Camp. Veg.-Beef Soup NO. 1 CAN	.26		Quaker Quick Grits . . 1-LB BOX	.35	
DINITY MOORE Beef Stew . . . 24-OZ CAN	.87		Gerber Baby Juices . . CAN	.14	
Armour Star Treet . . . 12-OZ CAN	.89		READY TO SERVE Similac Liq. . . 32-OZ CAN	.82	
CHEF BOY-AR-DEE Cheese Pizza . . 15 1/2 OZ BOX	.77		Daytime Pampers . . . 30 CT BOX	213	
Inst. Max. Hou. Coffee 10-OZ JAR	279		Eagle Brand Milk . . . 14-OZ CAN	.59	
Lipton Tea Bags 100-CT BOX	127		Carnation Dry Milk . . 20-OZ 1/2 LJK	469	
Instant Lipton Tea . . . 3 OZ JAR	149		Clorox Bleach 1/2 GAL 5/21	114	
Hershey Inst. Cocoa . . 1-LB BOX	.84		Downy Fab. Soften. KING 5/21	163	
Bisquick Mix 40-OZ BOX	.93		Tony Dog Food 3 OZ CAN	.14	
DUNCAN MINES Cake Mixes . . . 19 OZ BOX	.58		Kozy Kitten Cat Food CAN	.15	
Red Band Flour 5-LB BAG	.78		Hunter Choice Ration 25 LB BAG	295	

Now . . . make your final comparison. Look over the complete list. How many of Food Town's prices were lower than what you've been paying? How many are higher? If your comparison is like most comparisons, you'll easily be able to see why more SMART people shop at Food Town than any other super market.

LFPINC
LOWEST FOOD PRICES IN NORTH CAROLINA

