

Ten Consecutive Weeks Of Independent Price Surveys PROVE FOOD TOWN STORES Have The "Lowest Food Prices In North Carolina"

In last week's ad we reported that FOOD TOWN had the **LOWEST** food prices for 8 consecutive weeks! Add **TWO** more! The items and prices in this survey are part of a continuing comparison.

6,000 LOWER PRICES are available at FOOD TOWN! This Independent Survey lists some of the items, but **6,000 items** will be waiting for you every time you shop a FOOD TOWN STORE and LFPINC!

INDEPENDENT PRICE SURVEY RESULTS

SURVEYS CONDUCTED BY AN UNBIASED RESEARCH GROUP

LOWEST food prices are consistently offered by FOOD TOWN. Independent price surveys prove it! Check these price comparisons of wide food categories.

MARCH 22, 1977: 47 items were compared... FOOD TOWN'S prices were lowest on 37.

MARCH 15, 1977: 25 items were compared... FOOD TOWN'S prices were lowest on 23.

FOOD TOWN LOWEST ON 60 OF 72 ITEMS; TIED ON 7; BEAT ON 5!

March 22, 1977					March 15, 1977				
Food Town	Big Star	Winn Dixie	A&P		Food Town	Big Star	Winn Dixie	A&P	
Canned Milk, Popular Label , small	.16L	.18	2/37	2/35	Van Camp Pork 'N Beans , 8 oz.	.20L	.23	4/88	3/79
Canned Milk, Popular Label , large	.30L	.33	3/99	3/95	Van Camp Pork 'N Beans , 11 oz.	.25L	.28		4/1.19
Carnation Skimmed , large	.26L			2/69	Van Camp Pork 'N Beans , 16 oz.	.25L			3/88
BABY FOOD:					Van Camp Pork 'N Beans , 31 oz.	.56T	.63	.63	.56T
Gerber (Strained) , 4 3/4 oz.	.16	.15L	.16	5/79	Van Camp Pork 'N Beans , 53 oz.	.92L	1.06	1.03	.99
Gerber Junior , 7 1/2 oz.	.22T	2/49	2/49		Van Camp Chilee Weenees , 7 3/4 oz.	.31L	.35	2/69	3/1.00
Gerber Meat , 3 1/2 oz.	.33L	.37	.40	.40	Van Camp Beanee Weenees , 7 3/4 oz.	.31L	.33	3/1.00	3/1.00
Beech-Nut Strained , 4 3/4 oz.	.15T		.15T		Van Camp Beanee Weenees , 11 1/2 oz.	.42L		.49	.49
MUSTARD:					Van Camp Beanee Weenees , 15 1/2 oz.	.51L	.57	.57	.59
French's Mustard , 6 oz.	.24L	.29	.27	.25	Campbell Pork 'N Beans , 16 oz.	.28L	.33	3/89	.35
French's Mustard/Squeeze Btl. , 8 oz.	.34L		.41	.43	Campbell Pork 'N Beans—BBQ , 15 3/4 oz.	.31L		2/69	.37
French's Mustard/Pump Btl. , 12 oz.	.49L	.57	.55	.51	Campbell's Home Style Beans , 16 oz.	.33L	.41		.43
French's Mustard , 9 oz.	.29L	.37	.35	.32	Big John Fixin's , 20 1/4 oz.	.61L	.72		.75
French's Mustard , 24 oz.	.50T	.77	.69	.59T	B & M Baked Brick Oven Beans (Jar) , 18 oz.	.59L	.73		.69
French's Mustard/Brown 'N Spicy , 6 oz.	.23L		.27	.25	Bush Baked Beans , 16 oz.	.36L	.49		.45
French's Mustard W/Onion Bits , 6 oz.	.30L	.35	.35	.31	Phillips Beans & Franks , 7 1/2 oz.	.31L		2/69	.35
French's Horseradish , 6 oz.	.26L	.29	.31		Green Giant Gold Niblets , 7 oz.	.24L	.27	2/55	.29
CATSUP:					Green Giant Corn , 12 oz.	.32L	.37		.37
Hunt's , 14 oz.	.47L	.51	2/1.00	.49	Green Giant Mexicorn , 12 oz.	.38L	.43	2/88	.45
Hunt's , 20 oz.	.61L	.69	.67	.63	Del Monte Golden Corn , 17 oz.	.34L	.38	2/79	.39
Hunt's , 26 oz.	.79L	.89	.87		Stokely Corn on Cob , 4 Ears	.73L	.88		.85
Heinz , 14 oz.	.53T	.54	.55	.53T	Stokely White—Cream Style , 17 oz.	.38L	.44		.43
Del Monte , 14 oz.	.45L	.49	.49	.49	Stokely White—Whole Kernel , 17 oz.	.38L	.44		3/1.00L
Del Monte , 20 oz.	.62L	.69			Stokely Golden Corn , 17 oz.	.32L	.39	3/1.00	3/1.00
Del Monte , 26 oz.	.67L	.87	.89	.83	Superfine White Shoe-Peg , 17 oz.	.33L		2/79	.39
Del Monte , 32 oz.	.69L		.95						
OLEO:									
Mrs. Filbert's , 4 sticks	.53	.49	.49	.38L					
Mrs. Filbert's Soft(Tub) , 16 oz.	.64L		.69	.73					
Mrs. Filbert's Party Cup Whipped , 2-tubs	.64L			.69					
Mrs. Filbert's Corn Oil , 16 oz.	.73L			.79					
Mrs. Filbert's Spread , 4 sticks	.67L			.69					
Mrs. Filbert's Spread , 4 sticks	.67L			.69					
Fleischmann's Corn Oil , 4 sticks	.73T	.77	.73T	.77					
Fleischmann's Unsalted , 4 sticks	.79L	.77							
Fleischmann's Soft , 2-tubs	.79L			.85					
Mazola , 4 sticks	.69T	.73	.69T	.69T					
Mazola Unsalted , 4 sticks	.73	.72L	.75	.79					
Mazola Diet , 2-tubs	.67L	.77	.69	.75					
Kraft Parkay Sq. Btl. , 16 oz.	.64L	.69	.69	.75					
Kraft Parkay , 4 sticks	.53	.56		.49L					
Kraft Parkway Soft , 2-tubs	.64L	.69		.73					
Kraft Parkway Diet , 2-tubs	.58L	.65	.63	.69					
Kraft Soft (16 oz.) , 1-tub	.64L	.72		.75					
Kraft Miracle Whip , 6 sticks	.55L	.59	.59	.59					
Kraft Parkway Whipped , 2-tubs	.64L			.75					
Blue Bonnet , 4 sticks	.53L	.59	.57	.59					
Blue Bonnet , 6 sticks	.55L	.62	.59	.63					
Blue Bonnet Soft Diet , 2-tubs	.58L	.63	.63	.63					
Blue Bonnet Soft Whipped , 2-tubs	.64L		.69	.75					
Nucoa , 4 sticks	.52L			.59					

SUMMARY

MARCH 22, 1977					MARCH 15, 1977				
Food Town	Big Star	Winn Dixie	A&P		Food Town	Big Star	Winn Dixie	A&P	
FOOD TOWN LOWEST				37	23	0	0	1	
FOOD TOWN TIED FOR LOWEST				5	1	0	0	1	

GIANT LAUNDRY DETERGENT BOLD
49-oz. BOX
\$1.34
WHY PAY \$1.49



LAUNDRY DETERGENT JUMBO DASH
9-lb. 13-oz. BOX
\$2.36
WHY PAY \$2.95



25¢ OFF LABEL LIQUID IVORY
48-oz. BOTTLE
\$1.49
WHY PAY \$2.03



Brown Sugar & Honey Corn Flakes COUNTRY CRISP
15-oz. Box
69¢

WHITE OR COLORS BATHROOM TISSUE CHARMIN
4-ROLL PACK
79¢



PRODUCE

EXTRA FANCY RED RIPE Strawberries
Quart Basket **\$1.09**

FRESH TENDER YOUNG ASPARAGUS
lb. **99¢**

FRESH SNOW-WHITE Cauliflower.... head **79¢**
U. S. NO. 1 ROUND

White Potatoes 20-lb. Bag **\$1.88**

SWEET JUICY FRESH Cantaloupes... each **59¢**

FRESH TENDER YOUNG Green Onions..4 bchs. **\$1**

FRESH TENDER YOUNG Yellow Squash lb. **39¢**

GENUINE IDAHO POTATOES 10-lb. Bag **\$1.49**

SIZED BAKING POTATOES 5 lb. **\$1**

LARGE JUICY FRESH LEMONS 10 for **\$1**

The TOTAL Meat People Selection, Service, Satisfaction

USDA CHOICE CHUCK Boneless Roast 98¢

USDA CHOICE TOP ROUND Roast or Steaks \$1.48

USDA CHOICE Cubed Steaks.. \$1.68

SALT-CURED Fat Back..... 38¢

SMITHFIELD HOT OR MILD Pork Sausage.. 78¢

USDA CHOICE BEEF Sirloin Tip or Bottom Round ROASTS
lb. **\$1.38**

CURTIS BLUE RIBBON SLICED BACON
12-oz. Pkg. **88¢**

FRESH SKINNED SLICED BEEF LIVER
lb. **58¢**

CURTIS BLUE RIBBON Sliced Bologna 98¢

FROSTY MORN MARKET STYLE Sliced Bacon... 98¢

OSCAR MAYER REGULAR, GARLIC OR Beef Bologna.. 6-oz. Pkg. **69¢**

USDA CHOICE BONE-IN FULL-CUT ROUND STEAK
lb. **98¢**
SAVE 69¢ PER POUND

WHOLE OR RIB HALF LOIN SLICED INTO PORK CHOPS
lb. **88¢**

1/4 LOIN SLICED INTO PORK CHOPS
lb. **98¢**

BARGAIN BUNDLE \$1.99
1/2-lb. STEW BEEF & 3-lb. CHUCK ROAST & 1-lb. CUBED STEAK & 1-lb. MARKET STYLE BACON

OSCAR MAYER COOKED HAM 5-lb. **\$1.49**

OSCAR MAYER HAM AND CHEESE 5-lb. **99¢**

OSCAR MAYER SPICED LUNCHEON 5-lb. **89¢**



USDA CHOICE BONELESS RUMP ROASTS
lb. **\$1.48**

FRESH TENDER & JUICY WEINERS OR Oscar Mayer Franks 5-lb. **\$1.19**

OSCAR MAYER Bologna & Cheese 6-oz. Pkg. **79¢**

OSCAR MAYER Sliced Bologna..... 15-oz. Pkg. **99¢**

Save-Rite

FOOD TOWN

Why Pay More? ... Food Town Sells It For Less!