

Independent Price Surveys PROVE FOOD TOWN Had LOWER PRICES On 361 ITEMS Over 10 Consecutive Weeks

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 34 items, tied FOOD TOWN on price on only 26 items.

FOOD TOWN beat the three combined on **361** items.

WEEK	ITEMS	FOOD TOWN		BIG STAR		WINN-DIXIE		A & P	
		PRICES LOWEST	PRICES TIED	PRICES LOWEST	PRICES TIED	PRICES LOWEST	PRICES TIED	PRICES LOWEST	PRICES TIED
WEEK 1 Jan. 18, 1977	Cereal Products	59	0	1	0	0	0	0	0
WEEK 2 Jan. 25, 1977	Chef Boy-ar-dee Products, Grits, Cake Mixes, etc.	39	1	0	0	2	0	3	1
WEEK 3 Feb. 1, 1977	Soap Powders, Cocoa, Chocolate	47	0	2	0	2	0	1	0
WEEK 4 Feb. 8, 1977	Frozen Orange Juice, oils, shortenings, cheese, towels	28	6	0	2	0	4	4	2
WEEK 5 Feb. 15, 1977	Tuna, Tomatoes, Flour, Pie Fillings, Soap	33	6	4	1	4	5	2	1
WEEK 6 Feb. 22, 1977	Dog Foods	41	2	2	1	0	0	0	2
WEEK 7 Mar. 1, 1977	Tea, Instant Tea, Sugar, Frozen Orange Juice	17	1	2	0	0	1	3	0
WEEK 8 Mar. 8, 1977	Canned Meat, Mayonnaise, Salad Dress., Dough Prod.	37	3	2	1	2	2	0	1
WEEK 9 Mar. 15, 1977	Pork & Beans, Baked Beans, Canned Corn	23	1	0	0	0	0	1	1
WEEK 10 Mar. 22, 1977	Canned Milk, Baby Food, Mustard, Catsup, Margarine	37	1	2	1	0	3	2	2
TOTALS		361	21	15	6	10	15	16	10

1 BAR FREE
Irish Spring
4 BAR PACK
\$1.05
WHY PAY \$1.50

ACETAMINOPHEN TABLETS
TYLENOL
50-CT. BOTTLE
89¢
WHY PAY \$1.19

20¢ OFF LABEL DISH DETERGENT
Liquid Dawn
32-OZ. BOTTLE
98¢
WHY PAY \$1.39

JIF SMOOTH PEANUT BUTTER
28-OZ. JAR
\$1.39
PURE VEGETABLE CRISCO OIL
48-OZ. BOTTLE
\$1.49

13¢ OFF LABEL FOR DISHES
AJAX
22-OZ. BOTTLE
74¢
WHY PAY 97¢

KING SIZE DETERGENT
PUNCH
84-OZ. BOX
\$1.44
WHY PAY \$1.83

30¢ OFF LABEL DETERGENT
FAB
84-OZ. BOX
\$1.89
WHY PAY \$2.55

TRIAL SIZE TOOTHPASTE
GLEEM
1-oz. Tube
9¢

25¢ OFF REG. OR UNSCENTED
DEODORANT SURE
8-oz. Can
\$1.09

PRODUCE

EXTRA FANCY RED RIPE
Strawberries
Quart Basket
99¢

FRESH TENDER YOUNG ASPARAGUS
lb.
78¢

TENDER NEW CROP
Yellow Corn 5 Ears
89¢

JUICY SWEET
Fla. Oranges 5-lb. Bag
99¢

FRESH TENDER GREEN
Spring Onions 4 bchs.
\$1

EXTRA LARGE SIZE
Cantaloupes... Ea.
69¢

JUICY SWEET RED OR
White Grapes.. lb.
99¢

FRESH GREEN BROCCOLI Bch. **58¢** CRISP GREEN Cucumbers 5 for **\$1** FRESH YELLOW SQUASH lb. **39¢**

The TOTAL Meat People
Selection, Service, Satisfaction

USDA CHOICE CUBED STEAK lb. **\$1.68**

FRESH LEAN BOSTON BUTT PORK STEAK lb. **98¢**

SKINNED DEVINED SLICED Beef Liver..... lb. **58¢**

FRESH 80% LEAN GROUND CHUCK APPROX. 22¢ PER SERVING lb. **88¢**

USDA CHOICE BONELESS SHOULD ROAST lb. **98¢**

USDA CHOICE CHUCK BONELESS STEAK lb. **98¢**

USDA CHOICE CHUCK BONELESS ROAST APPROX. 36¢ PER SERVING lb. **88¢**

FROSTY MORN WHOLE OR RIB HALF PORK LOINS lb. **98¢**

ARMOUR STAR SLICED Lunch Meats... 8-oz. Pkg. **59¢**

FROSTY MORN HONEY GOLD SAUSAGE 15-oz. Pkg. **79¢**

BEEF MASTER FRANKS 15-oz. Pkg. **98¢**

FROSTY MORN MARKET SLICED BACON lb. **98¢**

FROSTY MORN SMOKED PICNICS lb. **68¢**

FRESH TENDER PICNIC SHOULDER lb. **78¢**

FROSTY MORN SLICED BACON 15-oz. Pkg. **98¢**

CURTIS BLUE RIBBON SLICED BOLOGNA lb. **98¢**

CURTIS VACUUM PACKED CHUNK BOLOGNA lb. **89¢**

USDA CHOICE BONELESS STEWING BEEF Less Than 25¢ Per Serving lb. **98¢**

TENDER CHOPPED SIRLOIN STEAK 98¢ HYGRADE FULLY COOKED CANNED HAMS 2-lb. Can **\$4.99** SALT CURED FAT BACK..... lb. **38¢**



THE TOTAL MEAT PEOPLE

Save-Rite

FOOD TOWN

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