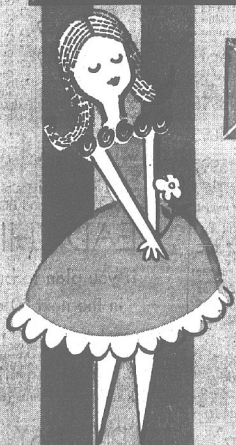


A message from Low Cost Discount Foods

TO THE LADIES:



How to cut your grocery bill !

THE PROBLEM . . . 3 MEALS A DAY, 7 DAYS A WEEK, 365 DAYS A YEAR (except when Dad takes us out to dinner). This means dozens of foods to buy each week, hundreds each year.

THE METHOD . . . Most of us shop for foods 2 to 3 times a week. Most of our foods are bought at regular everyday shelf prices; a few are bought at lower than regular price — known as "specials" or "leaders."

THE COST . . . Most food stores are competitive — that is, they sell at the same everyday prices. Once or twice a week they lower a few of them for a "3-day special"

HERE IS THE RECORD FROM LAST WEEKEND:

FOOD STORES	1	2	3	4	5	6	LOW COST
*NUMBER OF SPECIALS	32	55	46	47	53	25	5,000 **

*ITEMS SOLD BELOW REGULAR SHELF PRICES FOR A LIMITED TIME!

**LOW COST EVERYDAY DISCOUNT SHELF PRICES

That's right! **LOW COST DISCOUNT FOODS** sells for less on almost every item in the store

... everyday, in fact, we are lower on 5,000 items.

THE SOLUTION . . . Do all your food shopping at **LOW COST**. Save your shopping list from day to day ... shop weekly at **LOW COST DISCOUNT FOODS**! We believe you'll save enough at today's prices to pay for all your food for one month each year. Save on gasoline and time, too, with "one - stop" savings at **LOW COST DISCOUNT FOODS**.

HOW? People ask. The answer is simple: Lower operating costs allow lower everyday prices. For example, this year's Cornell University shows that the average cost of doing business of 11 largest food chains in the Western States was 21.73%. **LOW COST DISCOUNT FOODS** cost is less than 12% ... about half of the big food chains mentioned above.



LOW COST DISCOUNT FOODS

5,000 FOOD PRICES
LOWERED EVERYDAY!

TOWN & COUNTRY SHOPPING CENTER
3810 SOUTH SIXTH

OPEN MONDAY thru SATURDAY 10 till 6
SUNDAYS AFTER CHURCH 12-6 PM