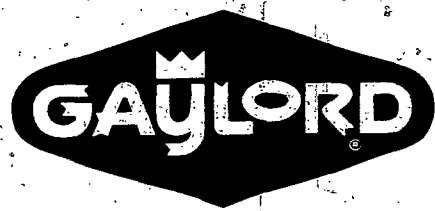




THIS WEEK AT STAR
SAVE 6¢



FROZEN

**100%
ORANGE
JUICE...**

from **FLORIDA**

A day
without
Florida orange juice
is like a day without sunshine



12 OZ.
CAN

39^c

PRICE IN EFFECT THRU FEB. 2nd, 1975



Star V.I.P. Services Make Shopping A Pleasure!

UNIT PRICING

Special green shelf labels show the unit price of products in more than 30 categories...help you choose the size or brand that is best for YOU.

FRESHNESS DATING

At Star we imprint "Freshness Dates" on meats, dairy products, baked goods...a system that guarantees freshness on foods most important to you.

CHECK CASHING

Upon application, Star will give you an identification card which allows you to cash personal checks for \$25 over the amount of your purchases at any Star.

STAR PRICING POLICY HELPS CUSTOMERS

Star customers will receive the benefit of the lowest prices possible under a new pricing policy that went into effect Oct. 15th in every department of Star Supermarkets. Prices of items already on the shelves will not increase although new shipments of the same products may come into the store at new higher prices. Lower priced items will be moved to the front of the shelves so customers may take advantage of the lower prices. As prices increase, the higher price will be stamped only on items used to restock the shelves. Customers will immediately benefit from any price decrease. When a shipment of a product comes in at a new lower price, all items, including those on the shelf marked at a higher price, will be marked with the lower price. Items sold as specials will be the only exception of the new pricing policy. Any item that is not sold during the period when it is marked at a special lower price, will be re-marked at the usual selling price. Customers may also see a difference in the price of the same item if they shop in more than one Star Supermarket. This happens when an item sells faster in one store than it does in another store. Higher priced new shipments of the same product will rotate to the front of the shelves faster in the store that sells more of that item. The new policy was adopted at the request of some of our customers who are concerned about rapidly rising prices. We feel that the new policy will help our customers take advantage of the lowest possible prices in Star Supermarkets. Anyone who has questions about the new pricing policy may call Star Headquarters - phone number 288-5050, extension 227.

WEEKLY SPECIALS

These are EXTRA Specials in addition to Star's everyday low prices...outstanding food values on sale all week, Monday thru Sunday.

USDA CHOICE NATURALLY TENDER BEEF

You can trust Star Beef for consistently fine quality because it's specially selected...the choicest USDA CHOICE Beef, naturally tender and rich with flavor.

FRESH PRODUCE

Star keeps a year-round garden of freshness! Take your pick of the finest fruits and vegetables at the peak of flavor...at lowest possible prices.

Plus Top Value Stamps Your Star Shopping Bonus

