



**A-Skating  
They Did Go**

(Top Photo) Members of the Durham Continentals sponsored an ice skating party recently for 21 youths at a local ice rink as one of the group's civic projects. Left to right are Continentals: Mrs. Carolyn Crump, Mrs. Lillie Edwards, Mrs. Dianne Sanford, Ms. Carol A. Williams, Mrs. Georgetta Parker, Mrs. Brenda Crawford, Ms. Brendalyn Patterson and Mrs. Barbara P. Foskey. (Bottom photo) Some of the young people who participated in the Continental-sponsoring skating party.

Photos by Silas Mayfield

**Garden Clubs of Durham  
Launches "Adopt-A-Block"  
Campaign"**

The Lyon Park Rose Garden Club hosted the Garden Clubs of Durham recent council meeting, under the leadership of Mrs. Genevieve McCreary.

Reports were received from the treasurer, Mrs. Susie Martin; correspondence was read by Miss M.L. Stephens; committee reports were heard: Membership, Mrs. Mae W. Webb, History, Mrs. Ella Brown for Mrs. Elnora Smith, Revival of old Clubs, Mrs. Gertrude Gibson, Ways and Means, Mrs. Helen Brown, Scrapbook, Mrs. Susie Martin, who asked that all clubs contribute newspaper clippings, pictures, etc.

After discussion, the Council voted to join the "Adopt-A-Block" campaign as an effort to participate in the Clean Community System of Durham, Inc., a local subsidiary of "Keep America Beautiful".

Mrs. Mattie Canty reported on the newly organized Lyon Park Junior Garden Club.

Presidents of all clubs are asked to meet with Mrs. Doris Reddrick February 21, 4 p.m., at her home.

All Flower Show committees are asked to meet March 28, 2-4 p.m., in the Durham County Library.

Present were representatives of: Azalea Garden Club, Miss Mary Baines; Better Homes & Gardens Club, Mmes. Helen Brown, Patricia Tilley, Ella Brown, Martha Dalton, Beulah Hill, Ella Floyd, Carrie Vereen and Miss Coral Dalton; Dogwood Club, Mmes. Susie Martin and Bertha Harris; La Petite Garden Club, Miss Vivian Fimble and Mrs. Genevieve McCray; Lyon Park Rose Garden Club, Mmes. Mattie Canty, Mae W. Webb; Sophronia Green, Josephine Foushee, Margaret Milligan, Celestine Cunningham and Catherine Shaw; N.C.

College Area, Mrs. Jacqueline Meeks; and, West Durham Blossom, Mrs. Gertrude Gibson and Miss Mary L. Stephens.

The host club served an enjoyable repast and the president thanked them for their hospitality.

On May 29, the Better Homes and Gardens Club will host the Council. Place and time to be announced.

**Williams Family Circle**

The Williams Family Circle held its regular monthly meeting February 4 at the home of Mrs. Eathel Perry, on Linwood Avenue.

Devotions were followed by the reading of the minutes and a discussion of the Chicago trip. The Memorial Garden is to be completed later on. Mrs. Plassie Harris suggested a Black History project for the children. Mother's Day was discussed and plans were worked on for the Reunion in May. Ms. Marie Horton made a report on the newsletter.

Twenty-five members were present: Mesdames Plassie Harris, Mable Allen, Stellar Alston, Luay Bennett, Madge Turner, Jessie Horton, Eathel Perry, Marion Alston, Rader Prince, Janet Kennell, B.V. Allen, Marie Horton and Faydean Richardson; Messrs. Mathew Mitchell, Roland Alston, Jr., Raymond Williams, Lee Horton, Sr. and Ellis Allen, Sr.; Misses Cloyce Lassiter, Rae Bennett, Katerina Boykin, Tonya Smith, Cecilia Lassiter; Jimmie Lillie, III and Ellis Allen, III.

**Bridge Winners**

The College View Duplicate Bridge Club winners for February 4 were: Mr. and Mrs. Randolph Young, first place; Fred McNeill and Doug Kennitz, second place; Mrs. Dorothy Mewborn and Mrs. Theresa Jeffries, third place; Mr. and Mrs. Curtis Norris, fourth place.

**P & Q Brand  
Introduced  
In N.C. A&P's**

MONTVALE, N.J. — The Great Atlantic & Pacific Tea Company, Inc., introduced a new line of generic products under the P & Q (Price & Quality) brand name, February 1. The P & Q brand is initially being offered in A&P stores in the Carolinas. It will replace the plain black and white label generic products which A&P has been offering for over two years. The products will be priced the same as generics but will offer more consistent quality because of stricter P & Q brand production specifications.

P & Q brand products are priced as much as thirty per cent below national brands, and are identified by plain but distinctive green and white packaging. Nutritional information and ingredients are listed on food products and all products carry the A&P "money-back guarantee".

Michael Rourke, vice-president of communications and corporate affairs, said that "initially, there will be over 100 P & Q brand products offered in our stores in the Carolinas. The products include a variety of food items, household and paper products. More items will be added to the line over the next several months and the P & Q brand will totally replace the black and white generic products in the economy shop section of our stores".

**Kroger Offers  
New Low Price  
Cost Cutter  
Brands**

SALEM, VA. — Kroger Food Stores in this area unveiled a new budget priced brand product line on January 31. The line, offering over 130 products, ranging from canned peaches to pet food to fabric softener, is called "Cost Cutter." Edwin A. Sieveking, vice president of the Mid-Atlantic Marketing area of Kroger Food Stores, said that the Cost Cutter products are a lower grade than the top-quality Kroger Brand line or nationally-advertised brands, but they are just as nutritious. Savings are substantial — up to forty per cent less than national brands.

"Cost Cutter brand further extends the Kroger private label line to provide yet another alternative for our shoppers," Sieveking said. "Cost Cutter is as low-priced as no-name brands but customers do not have to take a chance on what they'll find in the can. We believe that it is important to give consumers consistent quality — and we control the quality so you'll find the same quality level from week to week. We're so confident that people will be pleased with the value represented by Cost Cutter brand products that we print a satisfaction guarantee right on the package."

The colorful labels are a bright yellow for quick identification and carry the familiar red-and-black price-cutting scissors that has served as the symbol for Kroger's low-price advertising, in addition to attractive illustrations of the product. Sieveking said that the Cost Cutter line was expanded to Mid-Atlantic Marketing Area after initial testing in Cincinnati/Dayton, Los Angeles and Nashville/Atlanta.

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Each of these advertised items is required to be readily available for sale at or below the advertised price in each A&P Store, except as specifically noted in this ad.

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On All Fresh Meats—Beef, Veal, Lamb and Poultry! Customer Choice. Our Beef, Veal, Pork, Lamb, and Poultry Is Priced Marked 20¢ Per lb. Off Our Regular Everyday Low Price (Excluding Already Reduced Advertised Items)

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**Sirloin Steak** Bone In lb. **268**

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**Fresh Whole Fryers** 2 in a Bag Limit 2 Bags lb. **48¢**

A&P QUALITY FRESHLY

**Ground Chuck** 3 lbs. or more lb. **168**

The New **P&Q** Price & Quality Brand!

P&Q BRAND **Saltine Crackers** 10 ct. **59¢** P&Q BRAND **Paper Towels** 2 1/2" **100**

P&Q BRAND **Pork & Beans** 3 1/2 oz. cans **89¢** P&Q BRAND DRY **Dog Food** 25 lb. bag **330**

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**BOLLA WINE** (1.5 hr. bot.) 750 ml. bot. **299**

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LIMIT ONE WITH COUPON AND 7.50 ORDER GOOD THRU SAT. FEB. 13 AT A&P IN DURHAM #618

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LIMIT ONE WITH COUPON AND 7.50 ORDER GOOD THRU SAT. FEB. 13 AT A&P IN DURHAM #619

IN QUARTERS **Blue Bonnet Margarine** (Save 1.31 On 3 Pkgs.) 3 1-lb. pkgs. **100**

LIMIT THREE WITH COUPON AND 7.50 ORDER GOOD THRU SAT. FEB. 13 AT A&P IN DURHAM #620

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**Head Lettuce** 2 large heads **100**

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