



what is the definition of a private brand?

To some people, it is a retailer's own brand created with selling price first in importance and quality second.

To us at A&P, it's the opposite.

Quality comes first.

Value...the best for the least is the rule for our private brands.

If this wasn't true, how foolish we'd be to invest, as we have, literally millions of dollars in processing plants and testing laboratories.

If all we wanted were products we could sell cheaply without quality control, anybody could produce them for us.

The idea of quality private brands isn't new at A&P.

As a matter of fact, it's one of our oldest policies—and by golly, we're proud of it.

Are A&P Private Brands a good reason for shopping A&P? They're one of many.

COPYRIGHT © 1966, THE GREAT ATLANTIC & PACIFIC TEA CO., INC.

25 Cents Off Label—You Pay

COLD POWER KING SIZE 5-LB. 4-OZ. PKG. **\$1.14**

Dixie White Paper Plates 80-Ct. Pkg. **69c**
 HERB-OK CHICKEN OR BEEF
Bouillon Cubes 2 5-Ct. Tins **17c**
 3-CENTS OFF LABEL—YOU PAY
Softex Bathroom Tissue 4 Roll Pkg. **32c**
GOLDEN RISE Biscuits 6 8-Oz. Pkg. **53c**
NUTLEY OLEO 1/4 Sticks 2 Lb. **35c**

BACK-TO-SCHOOL VALUES!
FILLER PAPER
 300-Ct. **59c** 150-Ct. **39c**
PLAIN ENVELOPES 100-Ct. **39c**
TYPING PAPER PAD 75-Ct. **25c**
PEARL PENCILS 12-Ct. **29c**

BACK TO SCHOOL Sale!
 SHEER FIRST QUALITY SEAMLESS MESH

GLAMALON NYLONS
3 PAIRS \$1.00
 100% NYLON ★ GUARANTEED

LIBBY'S BRAND VIENNA SAUSAGE 4-Oz. Can 25c	WHITE HOUSE MILK 6 PK. CARTON 89c	HEINZ CIDER VINEGAR Pt. Bot. 23c Tomato Ketchup 14 Oz. Jar 27c
---	--	---

LEVER SOAP PRODUCTS

WISK LIQUID Qt. Bot. 75c	BREEZE 2-Lb. 6 Oz. Pkg. 87c
LUX LIQUID 1-Pt. 6-Oz. Bot. 59c	DOVE LIQUID 1-Pt. 6-Oz. Bot. 59c
ADVANCED ALL 3-Lb. 1-Oz. Pkg. 79c	
SWAN LIQUID 1-Pt. 6-Oz. Bot. 59c	

Warsaw, N. C.

PLAY A&P'S NEW 3 OF-A-KIND GAME!

PLAY 3 OF-A-KIND **WIN FREE CASH**

"SUPER-RIGHT" FAMOUS QUALITY HEAVY CORN-FED BEEF

ROASTS

BONELESS CHUCK ROAST Lb. 55c		BONE-IN CHUCK Lb. 39c
BONELESS SHOULDER ROAST Lb. 59c		

"SUPER-RIGHT" QUALITY HEAVY CORN-FED BEEF

STEAKS

BONE-IN CHUCK Lb. 49c	BONE-IN SHOULDER Lb. 65c	CUBED CHUCK Lb. 79c
"SUPER-RIGHT" LEAN, FRESHLY GROUND BEEF Lb. 45c	CAP'N JOHN'S BRAND FROZEN	
"SUPER-RIGHT" LEAN, BONELESS STEW BEEF Lb. 55c	Ocean Perch Fillets 1-Lb. Pkg. 39c	FISH STICKS 10-Oz. Pkg. 35c 1-Lb. Pkg. 53c
"SUPER-RIGHT" FAMOUS QUALITY SMOKED PICNICS 4 To 8-Lb. Avg. Whole Lb. 39c	Half Sliced Lb. 49c	
"SUPER-RIGHT" ALL MEAT SLICED BOLOGNA 8-Oz. Pkg. 25c 1-Lb. Pkg. 49c	"SUPER-RIGHT" QUALITY SLICED BACON THIN SLICED 1-Lb. Pkg. 79c	

Flavor Full Fruits & Vegetables!

"BUY CORN BY THE CRATE FOR FREEZING"

YELLOW CORN

12 Ears **59c** Approximately 54-Ears In A Crate **\$2.29 PER CRATE**

YELLOW ONIONS 3 Lb. Bag 25c
RUSSET POTATOES 10 Lb. Bag 69c
FIRM, CRISP CARROTS 2 Lb. Bag 19c

Oven-Fresh Jane Parker Buys!

JANE PARKER VANILLA CREME ICED

SPANISH BAR CAKES

3 1-Lb. 3-Oz. Pkg. **\$1**

POTATO CHIPS 1-Lb. Can 89c	Glazed Donuts 12-Ct. 1-Lb. 1-Oz. Pkg. 39c
CHERRY PIE 1-Lb. 8-Oz. Pkg. 39c	LEMON PIES 1-Lb. 8-Oz. Pkg. 39c
ANN PAGE GRAPE JELLY 2 Lb. Jar 49c	
ANN PAGE PEANUT BUTTER 1-Lb. 8-Oz. Jar 59c	
ANN PAGE PORK & BEANS 8-Oz. Can 10c	ANN PAGE PANCAKE & WAFFLE SYRUP 1-Pt. 8-Oz. Bot. 47c
SPARKLE GELATINS 4 3-Oz. Pkgs. 35c	

Dependable Grocery Values!

CAKE MIXES 7 OZ. PKG. 10c
GREEN PEAS 1-Lb. Can 10c
LUNCHEON MEAT 12-Oz. Can 49c

Delightful Frozen Food Values!

MARVEL BRAND — SPECIALLY PRICED!

ICE CREAM 1/2-Gal. Ctn. 53c
ASPARAGUS 10-Oz. Pkg. 43c
GRAPE JUICE 2 6-Oz. Cans 39c

Special! A&P VACUUM PACK

COFFEE

\$1.39

SAVE 14¢

PRE-PRICED LABEL — A&P INSTANT

COFFEE 10-Oz. Jar \$1.09
TEA BAGS 48-Ct. 3 3/4-Oz. Pkg. 45c
DRY MILK SOLIDS 12-Oz. Pkg. 95c

A&P "OUR FINEST"

GRAPE JUICE 2 1-Pt. 8-Oz. Bots. 55c
YUKON CLUB 15 12-Fl. Oz. Cans \$1.00
GRAPEFRUIT JUICE 2 1-Qt. 14-Oz. Cans 59c

A&P JUICES

ORANGE OR BLENDED 3 1-Qt. 14-Oz. Cans **\$1.00**

PRICES IN THIS AD EFFECTIVE THRU SAT., AUG. 27th

A&P BRAND FOODS!

WIN \$1000 or \$50

WIN COLOR TV SET OR A DREAM TRIP TO CALIFORNIA

NO PURCHASE NECESSARY TO PARTICIPATE

SHOP YOUR NEAREST A&P. GET A FREE CARD DURING EACH VISIT