

# 86th Birthday This Week Being Observed By A & P

Development of new consumer services and new products will dominate plans of the Great Atlantic and Pacific Tea Company as it enters its eighty-seventh year of pioneering in the field of food distribution.

This week's nationwide observance of the company's eighty-sixth birthday will honor George Huntington Hartford, who in 1859 opened the doors of his first red-fronted store in New York, thereby founding the system of mass distribution which today plays a vital part in the daily lives of millions of consumers, producers and farmers.

Announcing local celebration of the event, Mr. P. M. Bealer, Jr., General Superintendent in charge of this area, pointed out that the institution founded by Hartford has attained its leadership as much through inspired public service as in "selling food at the lowest margin of profit in the history of the retail grocery business."

At its inception, said Mr. Bealer, the first A&P store was guided by a policy of cutting operating costs and passing the savings on to the consumer. Tea, for example, was a luxury beyond the reach of the average family. By-passing all needless in-between handlers and costs, young Hartford imported a cargo of tea directly from China and retailed it for a third of prevailing prices. Subsequently he applied the same principle of direct distribution to an expanding variety of foods, and public acceptance paved the way for America's first chain store system.

"Since that time the entire history of the company's development has been a record of finding new and better ways to feed Americans economically," Mr. Bealer said, "and all signs point to our eighty-seventh year as the most progressive in that direction."

"One of our greatest pioneering efforts was in bringing southern produce to the northern market in winter months and in effecting other seasonal interchanges of farm products which were once available locally only to the area in which they were produced. The more than doubled consumption of citrus fruits in the past twenty years through speedy, year-round delivery of those products to all markets is a perfect example of how scientific distribution pioneered by A&P and others has contributed to the welfare of both farmers and consumers."

The first to develop poultry as a daily commodity instead of the traditional "holiday" specialty, the company is now sponsoring a three-year national competition to encourage production of a meatier type of chicken for the American dinner table. Poultry raisers throughout the country, said Mr. Bealer, will vie for annual progress awards and a substantial grand prize for producing a chicken with more meat and less bone structure. This effort is comparable to A&P's sponsorship of turkey production and sale on a year-round basis.

Inland distribution of fresh seafood will continue to expand as a result of the company's successful experimentation with equipment for freezing these products and shipping them safely over long routes. Another phase of modern merchandising to be extended involves the movement of dairy foods from natural production areas to all parts of the nation. An increasingly broadened distribution will thus become available to more consumers, Mr. Bealer said.

While A&P now does business with farmers in every important agricultural zone in the United States, the company continues to spur the future farmer by offering scholarships or farm equipment to boys and girls who top the entries each year in the National Junior Vegetable Growers Association competition in production and marketing of farm produce.

Mr. Bealer pointed out that in the realm of food science, the A&P was the first large concern to establish central and plant control laboratories for testing ingredients of products canned or pack-

aged in its own and other plants. In the canned goods field, he added, the company has pioneered grade labeling of tinned fruits and vegetables, as advocated by the U. S. Department of Agriculture. In fact, it was the first major firm to adopt this system as policy, and its activities along this line have the endorsement of the leading consumer groups, as well as the government.

"In August of last year A&P, in cooperation with Wayne University and United Air Lines, began a year-long study of the air transportation of perishables," Mr. Bealer said. "In September of this year our exhaustive research brought results when we received the first shipment of fully ripened fruit ever to be flown across-country on a regular air freight schedule."

The laboratories operated by the company's national bakers division recently devised a process of high-speed defrosting which employs electronic means to cut the thawing time of frozen foods and insure retention of their original quality and freshness, Mr. Bealer said that this device, which actually "broadcasts" heat through solid blocks of frozen food, will have a beneficial effect upon many food processes. The bakery laboratories headed by Dr. William H. Cathcart have also made considerable progress in eliminating costly bread mold, he said.

"Through four wars, and at peaks of prosperity and depths of depression experienced by our nation, we are proud to have held rigidly to a policy of pioneering more efficient distribution of food in the interest of the nation's producers and consumers," Mr. Bealer said, adding that a bright new era in food distribution will be a certain outcome of the development of new products, new services and new sources of material and equipment.

## TOWN TALK

Miss Mary Lane spent the week end in Jackson with her mother.

Jake Lassiter is a patient at the Roanoke Rapids Hospital.

R. B. Purdy is a patient at the Roanoke Rapids Hospital.

Mrs. W. A. Wolhar who has been a patient at the Roanoke Rapids Hospital has returned to her home.

Dr. Horace Palmer, of Littleton, is a patient at the Roanoke Rapids Hospital.

Miss Kathleen Overman spent the week-end at her home in Valentine, Va.

Mrs. Godwin Lane has returned to work after being ill for several days.

Mr. and Mrs. Roy Fields spent the week-end in Roxboro with Mr. and Mrs. Frank Williams.

Miss Shafia Hatem is a patient at the Roanoke Rapids Hospital.

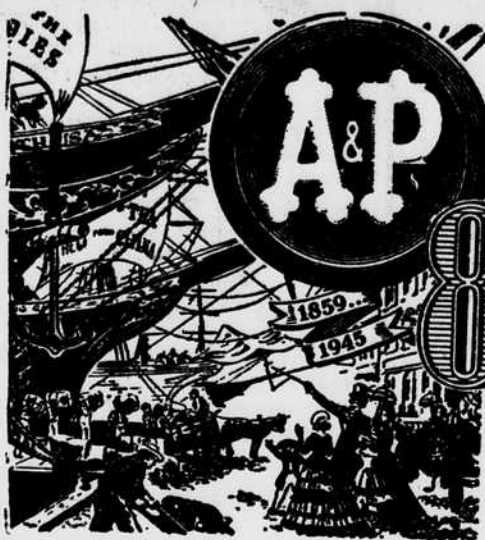
## VICTORIBUS BRANDY



4 5 Qt  
\$4.25  
RETAIL

84 PROOF

Imported By  
IMPORTED LIQUORS CO  
Cleveland 14 Ohio



## SCORES OF VALUES

FEATURE OUR

# 86th ANNIVERSARY

It's A&P's 86th Anniversary . . . and we're celebrating with real values! Come in and see the scores of fine foods at modest prices we're offering! Shop all the big departments carefully! Note the thrifty prices . . . the fine quality . . . the wide selection of big birthday values! You'll agree that for good eating at modest cost . . . it pays to turn to A&P!

- IONA  
**COCOA . . . . .** 1-Lb. Pkg. **9c**
- A NATIONAL FAVORITE  
**NECTAR TEA** ½-Lb. Pkg. **34c**
- SUNNYFIELD QUICK OR REGULAR  
**ROLLED OATS** 20-Oz. Pkg. **10c**
- TOP TASTE CALIFORNIA  
**ORANGE JUICE** No. 2 Can **20c**
- PLAIN FLOUR  
**PILLSBURY . . . . .** 10-Lb. Paper Bag **61c**
- DEWCO  
**TOMATO JUICE** No. 2 Can **10c**
- A&P NATURAL  
**SARDINES . . . . .** No. 1 Can **10c**
- IONA HALVES  
**APRICOTS . . . . .** No. 2½ Can **24c**
- IONA CREAM STYLE  
**CORN WHITE . . . . .** No. 2 Can **12c**

—Serve Generously—  
**DELICIOUS AND VERY APPETIZING**  
**ROMA ESTATE WINE**  
20% by volume

4-5 QUART BOTTLE MUSCATEL . . . . . \$1.20

12 RED POINTS PER LB.

**CRISCO**  
1-Lb. Ctn. **24c**



**SUNNYFIELD**  
Self Rising Flour  
10-lb. Bag . . . **55c**  
25-lb. Bag . . **\$1.35**

**SUNNYBROOK**  
Grade A—Large  
Carton Eggs  
1-doz. . . . . **63c**

- 2 BUNCHES  
**Carrots** **17c**
- 5 Lbs. NEW GREEN  
**Cabbage** **15c**
- 1 Lb. CARTON  
**Tomatoes** **19c**
- 2 Lbs. WHITE MALAGA  
**Grapes** **23c**
- 2 Lbs. NICE TENDER  
**String Beans** **30c**
- 2 Lbs. BARTLETT  
**Pears** **29c**
- 2 Lbs.  
**Squash** **38c**
- 2 Lbs.  
**Kale** **23c**
- 2 BUNCHES  
**Turnips** **29c**

- DUMBARTON OAKS RUM AND BRANDY  
**FRUIT CAKES . . . . .** 2-Lb. Cake **\$1.25**
- ENRICHED DAILY DATED  
**MARVEL BREAD . . . . .** 1½-Lb. Loaf **11c**
- JANE PARKER PLAIN  
**DONUTS . . . . .** Pkg. **15c**