

Jane Parker Brand Bakery Line Features 70 Items In A And P

The Jane Parker brand name has been affixed by A&P Food Stores to the always-fresh, always-tasty products of the huge modernized A&P Bakery in Charlotte. Each day bakery products—the Jane Parker line now comprising some 70 items—are delivered to A&P stores throughout North and South Carolina.

The first Jane Parker item to be introduced was enriched white bread. Now all kinds of fresh breads are included, the newest additions being a pumpernickel loaf, and sour rye, Brown 'n Serve rolls, buns, cakes, pies, donuts and cookies are also included in the line which has grown immensely in popularity during the past two years.

Crispy potato chips are also available at A&P stores under the Jane Parker label. Bread is delivered fresh daily. Loaves unsold at noon on the day following delivery must be reduced for quick sale according to company policy.

The A&P Bakery has become one of the largest bread bakeries in America and has also one of the greatest capacities for pie baking in the country.

Each week sees thrifty shoppers watching for the Jane Parker "specials". Perhaps it will be the delicious orange chiffon cake, or old-fashioned apple pie, but whatever it is it's guaranteed to be a good buy for even at regular prices Jane Parker products offer top quality at low prices.

One of the most popular items ranking next to bread, is Jane Parker donuts, packaged in attractive cardboard trays and over-wrapped with cellophane to preserve freshness.

Immaculate cleanliness is maintained at the A&P Bakery. Even icing of cakes is done by machine and all products are machine-wrapped. Laboratory tests of the flour and other ingredients used in the baking process are conducted daily. The popularity of the high quality line of bakery products is attested by A&P statistics which show bakery sales continuing to increase since the introduction of Jane Parker goods.

Recently introduced in A&P stores in the district were new

varieties of cookies including oatmeal, chocolate chip cookies and old-fashioned peanut cookies.

Ovid Pierce, Weldon: "Courage To Offend"

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A report from Flon by Mlle. Meunire defines The Plantation as "a beautiful and good book—the psychological study is magnificent—worthy literature, certainly—an indisputable poetic gift, a remarkable style of finesse, of grace, of discovery of expression—a composition of excessive toil—in brief, a work of art."

Ovid Pierce, despite the praise and the acclaim, remains unchanged. His innate modesty was never more apparent than when he voiced a mild protest when reading an especially favorable review of his book. "It's nice to read—but an exaggeration," he said. As for his writing, he is still hard at work. "One who writes never quits," he said.

Growth In Savings Leads Rise In Debt

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This showing is in marked contrast with 1956, when the net expansion in personal debt exceeded the year's increase in long-term savings by \$2 billions, or an increase of \$1.16 in debt to every \$1 in savings. An even wider discrepancy between the two occurred in the buying spree of 1955 when the people expanded their personal debts by a record \$20 billions during the year, some \$7 billions more than the year's growth in savings, or an increase of \$1.59 in debt to every \$1 in savings. In 1954, personal debts grew by \$11½ billions and accumulated long-term savings by about \$13½ billions, an increase of only 84 cents in debt for every dollar of savings.

Total personal debt at the end of 1957 is estimated at approximately \$177 billions, according to data from private and Government sources, more than double the comparable figure of \$82.1 billions in 1950. During this pe-

riod accumulated long-term savings of individuals, as compiled by the Federal Home Loan Bank Board rose from \$175½ billions to just under \$260 billions, up nearly 50 per cent.

Debt Outstrips Other Growth

Thus in the current decade personal debt has shown a rate of growth more than twice that of the people's long-term savings. The same relationship is true when the growth of debt is related to economic indicators such as gross national product or personal income since 1950.

The American people, of course, have other large financial resources such as increasing equities in homes, ownership of securities, and holdings of currency. Though there are few indications that the debt burden, though big, has gotten out of hand, the more favorable savings-debt relationship which prevailed last year is a desirable development for the individual and the economy.

No Comment

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terprise free scope in our economy. That is the economic system, it is pointed out, that has made the United States the world's greatest nation—and no greater recommendation could possibly be imagined.

Knowland Accepts Challenge

Widespread attention was attracted among politicians in Washington by Sen. Knowland's (R-Calif.) forthright reaction to the announcement that the AFL-CIO would oppose his candidacy for governor of California. To his California constituents—and to the nation—Sen. Knowland said:

"On Feb. 5 at Miami Beach, leaders of the AFL-CIO publicly marked me for political liquidation at the polls this fall.

"I accept the challenge. I shall not evade or avoid the issue.

"As for me, I do not intend to complacently allow California to become a satellite of Walter Reuther's labor-political empire."

Debt Ceiling Raised—The reasons which, in varying degrees, motivated many of the votes in Congress for raising the federal debt ceiling from \$275 to \$280 billion included these:

1. The belief that a higher ceiling should be voted now to facilitate enactment of tax cutting legislation if this should be

decided upon later on. A tax cut probably would reduce revenue for a time—but would be expected to act as a long-run business stimulant.

2. Fear that increased defense spending in prospect might make the present ceiling unrealistic and add to the Treasury's difficulties in handling the public debt. (Members of the economy group in Congress advocate trimming other less essential spending to provide needed defense funds).

New A&P Super Market Opens Today

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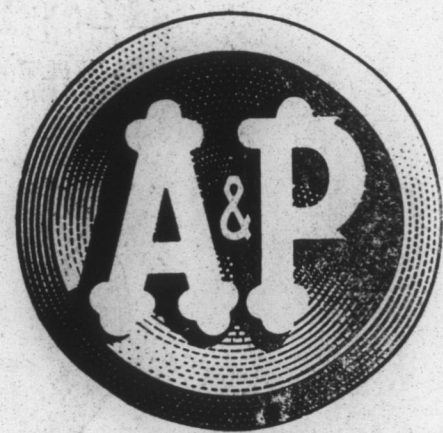
or odd quantity of any merchandise, store personnel will be readily available to take the order and transmit it to the cutting room for prompt, personalized service.

As one turns his head, the eye goes around to the left side of the store where there is the A&P Coffee-Dairy Department, with the side wall painted in a beautiful shade of green. Here A&P Coffees will be custom ground to suit the taste of any customer. A complete line of dairy products will be found in the department. Mrs. Ruth Chesson will be in charge of the Coffee-Dairy Department.

Blending harmoniously with the overall color scheme of this new Super Market are the white gondolas containing stack after stack of grocery items. There will be approximately 3,500 items of "name brand" merchandise available, including the famous Ann Page, Super-Right, Jane Parker and other A&P label goods. In addition to the other departments, there is a separate Candy Department and Bakery Department, which are freshly stocked daily. The Notion Department will prove particularly convenient for the busy shopper. This will specialize in health aid items such as toothpaste, toothbrushes, hair lotions, deodorants and sundries of all kinds.

Joseph Stroud will be the manager of the new super market. He is a veteran A&P employee, having more than 7 years with the company. He will be ably assisted by Reuben Reason, as assistant manager. C. P. Short, who resides in New Bern, will be the supervisor of this new super market. Mr. Short has been with the company for 28 years.

CONGRATULATIONS

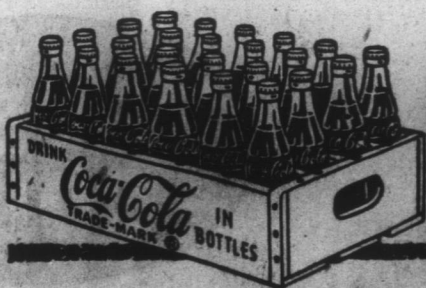


ON THE OPENING OF YOUR NEW STORE



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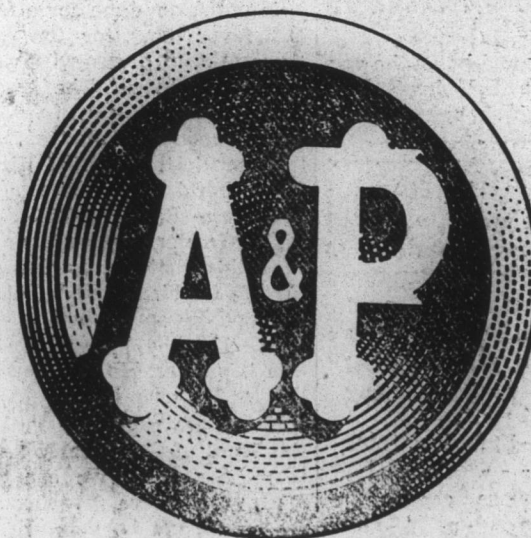
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