

## Freshness, Flavor Watchwords For All Coffee Sold By A And P

The perishability of coffee is constantly recognized by A&P Food Stores and through every process from buying to custom grinding, the greatest precautions are taken to ensure freshness and maximum flavor of A&P coffee for customers.

Coffee and tea were the backbone of the small business which began 97 years ago and the popular chain of stores into which it has grown has not neglected to preserve the unique qualities of coffee goodness. A&P Food Stores are one of the largest retailers of coffee in the country today and outselling all other coffees in the stores are the famous A&P blends, Eight O'Clock, Red Circle and Bokar.

To guarantee freshness, each package of coffee is dated when roasted, and shipped immediately to stores. Coffee remains on the store shelves only a limited time after the date of roasting. When selecting coffee the customer can be sure that it is fresh.

Because it is packaged in the flavor-sealed bean and ground to order A&P coffees retain their choice flavor.

Although the trend in all A&P Food Stores is toward complete self-service, coffees are still custom ground by staff members when purchased. Reason for this divergence from self-serve techniques is to preserve peak freshness and ensure the correct grind for the utensil being used to make coffee. The staff is trained to know the proper grind for each utensil and also to answer customers' questions concerning coffee.

Automatic coffee mills insure perfect grinding every time.

So popular have these famous coffee brands become that those living in an area not served by an A&P Super Market have traveled miles to buy the fresh-flavored A&P Coffee. And, as an extra bonus of pleasure for the thrifty shopper, A&P coffees cost considerably less than other of comparable quality. Most recently A&P has added to their famous family of A&P coffees, a 2-oz. and a 6-oz. jar of A&P pure instant coffee, which has become very popular with A&P's customers.

## Edentonians At Premier Showing



Many Edenton people went to Washington, N. C., Friday, February 28, for the huge celebration in connection with the premier showing of "Lafayette Escalante," which was covered by the Edenton radio station WCDJ. Snapped during the celebration was the above picture including left to right, Susan Oliver, TV and movie star currently appearing in "Father Knows Best"; Kathryn Woziska, Judy Israel, James McArthur, movie star with Warner Bros. and son of Helen Hayes, Ann Stacey and Millie Price. The picture was taken at the Country Club after WCDJ interviewed Miss Oliver and McArthur.

debt limit will open the door to another era of deficit spending and will result in starting again the inflationary spiral."

With the bill on the Senate floor the first effort was to return it to the committee. Senator Cotton of New Hampshire was the leader in this. His main argument was: "We should not permit the word to go out today that the first thing the Senate did . . . in the present session, was to raise the debt limit. We cannot explain to the general public all the elements involved. If the word goes out, it will have a disastrous impact." His plea was to recommit the bill and call it out later if events proved that a debt limit increase was really imperative.

Senator Wallace Bennet of Utah made the most telling reply to Senator Cotton. Senator Bennet pointed out that since the committee hearings have been completed the Treasury found it necessary to draw \$100 million out of its free gold, and that because of the seasonal pattern of income tax payments "the time of crisis is now."

When the vote to recommit was taken the motion lost 12 to 74. Next an effort was made to limit the increase to \$3 billion. The motion to accomplish this was made by Senator Lausche of Ohio and he spoke at some length in support of such limitation. Senator Byrd supported this motion, as he had in the committee, and emphasized that statistical estimates do not indicate a need for more than a \$3 billion increase. "He said these estimates had not been refuted by the Treasury and in the interest of keeping a tight debt limit he felt the increase should be restricted to \$3 billion."

The vote on this motion to limit the increase to \$3 billion was lost 27 to 56. Shortly thereafter the bill as introduced was passed without a recorded vote, and before the end of the week it was signed by the President.

What does this increase of the debt limit mean? First, it means that the pressure for government economy will be less and modest anti-recession programs, including tax reduction or reform, can be adopted if it is decided that they are desirable. Second, it means that reasonable errors in Administration estimates for receipts and expenditures in fiscal 1959 can be absorbed without running into difficulty on the debt limit. Third, it means that the Treasury will have enough leeway to handle the debt in a more efficient, and perhaps more economic, manner.

In other words, although it would have been better if through more government economy in past years this increase had not become necessary, under present circumstances there was no real alternative.

## John C. Pearce Dies At His Home After Long Illness

John Cleveland Pearce, 73, died at his home in the Rocky Hook section at 9:20 o'clock Saturday night after an illness extending over seven years. A native of Chowan County, he was a fisherman-farmer and operated a corn meal business.

Surviving are his wife, Mrs. Martha Smith Pearce; two sons, Chief Gunner George R. Pearce of North Cape May, N. J., and the Rev. John L. Pearce of Gaffney, S. C.; three daughters, Mrs. Otis M. Eason of Gates, Mrs. Mary Halsey, and Mrs. Louise Wilder, both of Edenton; 19 grandchildren and five great-grandchildren.

He was a life-long member of the Macedonia Baptist Church, where he was a deacon for 45 years and was superintendent of the Sunday School for 35 years.

Funeral services were held at the Macedonia Church Monday afternoon at 2 o'clock. The pastor, the Rev. L. C. Chandler, officiated, assisted by the Rev. John L. Pearce, deceased's son. Burial was in the family cemetery near the Macedonia Church.

Pallbearers were W. B. Hassell, H. J. White, W. C. Perry, Erie Jones, C. P. Harrell and Johnny Bass.

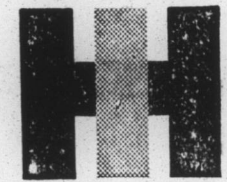
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