

we care



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.

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Oven-Fresh Jane Parker Buys!

JANE PARKER — SPECIALLY PRICED

VARIETY BREAD

- PLAIN VIENNA
- POPPY SEED VIENNA
- WHEAT SANDWICH
- SEEDED RYE
- SOUR RYE

5 1-LB. LOAVES **99c**

• JANE PARKER—READY TO SERVE

BLACKBERRY PIES

1-Lb. 8-Oz. Pkg. **39c**

• JANE PARKER—READY TO SERVE

LEMON PIES

1-Lb. 8 Oz. Pkg. **39c**

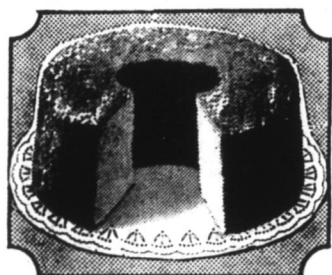
• JANE PARKER—BROWN 'N' SERVE

DINNER ROLLS

9-Oz. Pkg. **15c**

JANE PARKER LARGE SIZE RING

ANGEL FOOD **39c**
1-LB. 1-OZ. CAKE



Delightful Frozen Food Variety!

MARVEL ICE CREAM WITH ORANGE OR PINEAPPLE SHERBET—OR

MARVEL ICE CREAM

1/2-GAL. CTN. **53c**

• A&P "OUR FINEST"

MIXED VEGETABLES

2 10-Oz. Pkgs. **35c**

• MORTON BRAND

PIE SHELLS

3 2-Ct. 10-Oz. Pkgs. **\$1.00**

• A&P REGULAR OR FRENCH STYLE

CUT GREEN BEANS

2 9-Oz. Pkgs. **35c**

• MORTON BRAND

HONEY BUNS

9-Oz. Pkg. **25c**

GARBAGE CAN

20-Gal. Galvanized Steel



ONLY \$1.99

LIPTON BRAND INSTANT TEA

4-Oz. Jar **89c**

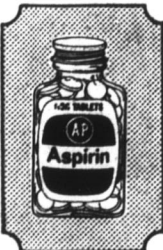
MAXWELL HOUSE INSTANT COFFEE

6-Oz. Jar **97c**

LIPTON BRAND **TEA**
1/2-Lb. Pkg. **85c**

HUNT'S TOMATO **CATSUP**
2 14-Oz. Bots. **49c**

MCCORMICK BRAND **FOOD COLORS**
4-Vial Carton **33c**



Aspirin **19c**
100-TABLET BOTTLE

ANN PAGE PURE FRUIT—GRAPE

JAM OR JELLY 3 Lb. Jar **69c**

ANN PAGE REALLY FINE

MAYONNAISE 1 Qt. Jar **55c**

ANN PAGE — VALUE PRICED!

ELBOW MACARONI 2 1-Lb. Pkgs. **43c**

COOK-OUT VALUE — ANN PAGE

CHILI SAUCE 12-Oz. Bot. **29c**

SULTANA BRAND SMALL

STUFFED OLIVES 6-Oz. Bot. **49c**

A&P 5 GRAIN U.S.P.



EIGHT O'CLOCK

1-LB. BAG

49c

3-LB. BAG

\$1.45

HEARTY AND VIGOROUS!

ANN PAGE TEA BAGS 48-Ct. 3 3/4-Oz. Pkg. **59c**

VALUE PRICED! A&P BRAND **EVAPORATED MILK** 3 13-Fl. Oz. Cans **49c**

BALL WIDE MOUTH JARS FOR CANNING

PINTS 12 COUNT **\$1.49**

QUARTS 12 COUNT **\$1.65**

JELLY GLASSES 12-Ct. Ctn. **89c**

"Super-Right" Quality Meats!

"SUPER-RIGHT" HEAVY CORN-FED BEEF

ROAST

BONELESS CHUCK ★ **57c** **BONE-IN CHUCK** ★ **37c**

"SUPER-RIGHT" BONELESS SHOULDER ROAST Lb. **63c**

"SUPER-RIGHT" HEAVY CORN-FED BEEF **SHOULDER STEAKS** Bone-In Lb. **65c**
"SUPER-RIGHT" HEAVY CORN-FED BEEF **CUBED CHUCK STEAK** Lb. **85c**

"SUPER-RIGHT" LEAN, BONELESS **STEW BEEF** Lb. **55c**
"SUPER-RIGHT" LEAN, FRESHLY **GROUND BEEF** Lb. **45c**

AGAR FULLY COOKED BONELESS CANNED

HAMS

4-LB. CAN **\$2.98**

"SUPER-RIGHT" QUALITY ALL MEAT **FRANKS** 12-Oz. Pkg. **39c** 1-Lb. Pkg. **49c**

"SUPER-RIGHT" QUALITY CORNED **BEEF BRISKETS** Lb. **69c**

"SUPER-RIGHT" SLICED QUARTER LOIN **PORK CHOPS** 3 to 4-Lb. Avg. Lb. **65c**

Seafood

CAP'N JOHN'S FROZEN BREADED **SHRIMP** 10-Oz. Pkg. **65c** 2-Lb. Pkg. **\$1.99**
CAP'N JOHN'S FRIED SHRIMP 6-Oz. Pkg. **59c**
CAP'N JOHN'S SHRIMP DINNER 8-Oz. Pkg. **59c**
Cap'n John's Shrimp Cocktail 3 4-Oz. Jars **89c**
Golden Shore Shrimp Creole 8-Oz. Pkg. **43c**
HEADLESS RAW SHRIMP Lb. **99c**

Flavor-Full Fruits & Vegetables!

CANTALOUPE 3 for **\$1.00**

LARGE SIZE — JUICY

LEMONS

6 FOR **25c**



CALIFORNIA SEEDLESS

WHITE GRAPES

Lb. **35c**

WATERMELONS HALF MELON EACH **39c** WHOLE MELON EACH **69c**

"SUPER-RIGHT" QUALITY CORNED BEEF



HASH

15 1/2-OZ. CAN **39c**

ANN PAGE

PORK & BEANS LARGE Can **33c**

• A&P "OUR FINEST" INSTANT

RICE 14-Oz. Pkg. **33c** 24-Oz. Pkg. **55c**

• KOUNTY KIST SHOE PEG

WHITE CORN 2 12-Oz. Cans **45c**

• FANCY IN THE SHELL

A&P RAW PEANUTS 1-Lb. Bag **39c**

LAUNDRY DETERGENT **SURF** 3-Lb. 2-Oz. Pkg. **83c**

LAUNDRY DETERGENT **BREEZE** Giant Pkg. **87c**

LAUNDRY DETERGENT **ADVANCED all** 3-Lb. 1-Oz. Pkg. **79c**

WISK 1/2-Gal. Bot. **\$1.45**

FLUFFY all 3-Lb. Pkg. **83c**

LUX LIQUID DETERGENT 1-Pt. 6-Oz. Bot. **59c**

DOVE LIQUID DETERGENT 1-Pt. 6-Oz. Bot. **59c**

SWAN LIQUID DETERGENT 1-Pt. 6-Oz. Bot. **59c**