



We're going to make your bag our bag.

To start with, we'll be listening to your ideas so we'll have more of an idea what you want at A&P.

Our Affirmative Action Managers are going to be our eyes and ears at your store. They'll be on the go from city to city, from store to store. Putting your A&P through the paces so it can keep pace with every other A&P.

We're also training our managers to ask you how things are doing at the A&P where you shop. We want him to know how to make your

shopping a pleasure.

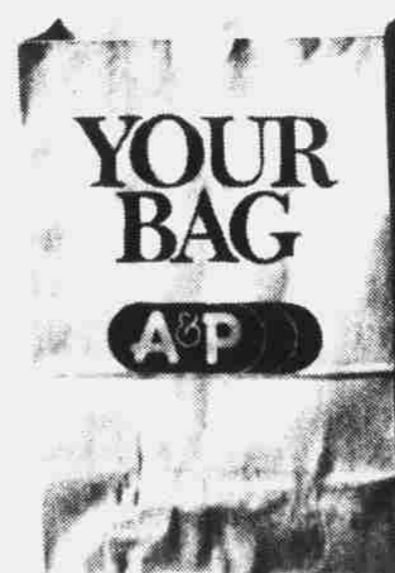
It doesn't end there. We'll not only be listening, we'll be doing. Because not until our stores are working for you will they be working for us.

For instance, what you want on your table you'll find on our shelves. The right meats are going to be right all the way. Our vegetables will look better and be more suitable for your kitchen.

In addition you'll be seeing more of the national brands you want and a bigger variety of the kinds of health and beauty products you need.

That way you can do your shopping without shopping around.

In other words, our bag is going to start looking more and more like your bag every day.



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