

Customer Service Featured By A & P In New Ad Program

The new ad program and the...
 The theme line, "We Won't Stop Trying Till You Say, 'Weepee!'" follows the advertising...
 An integrated campaign of TV and radio commercials will start running Oct. 3rd.

in over 100 key markets. News...
 "The advertising puts our...
 So it was important to follow...
 To do that, the Agency created...

other point-of-sale materials...
 "We believe," Mr. Whitfield...
 Tony Isidore, President of...
 "It's this kind of totally integrated...
 Gloria Ann Herring has joined...

Joining C P & L
 James E. Swinson has joined...
 He is married to the former...
 Activities will include monthly...
 Officers were elected and are...
 The next meeting will be...
 The members of the Science Club...

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Warsaw Jr. High School Science Club
 The Science Club held its first...
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WE WON'T STOP TRYING TILL YOU SAY 'WEEPEE!'



WEO

WHERE ECONOMY ORIGINATES

IMPORTANT FOR YOU

WARRANTY: We guarantee the quality of our products. If you are not satisfied, we will give you a full refund.

GUARANTEE: All prices are guaranteed for the duration of the sale.

Prices in This Ad Effective Through Saturday, Oct. 27 at A&P WEO in Warsaw. Items Offered For Sale Are Not Available to Other Retail Dealers or Wholesalers.

Shoulder Roast
Bone-In Lb. **89¢**

Chuck Roast
Boneless Lb. **99¢**

"SUPER-RIGHT" CORN FED HEAVY BEEF

Chuck Roast

Bone In Lb. **79¢**

"SUPER-RIGHT" CORN FED HEAVY BEEF

Chuck Steak

Cubed Steak Lb. \$1.69
Swiss Steak Lb. \$1.09
Ground Chuck Lb. \$1.19

GRADE "A"

A&P Turkeys

10-14 Lb. Average Self Basting Lb. **89¢**

SAVE ON WHOLE HOG

Country Treat Sausage

HOT OR MILD 1-Lb. Pkg. **\$1.19**

"SUPER-RIGHT" BRAND

All Meat Bologna

By The Piece Lb. **89¢**

"Save Money On All Good"

Thin Sliced Bacon

VAC PAC Lb. **\$1.39**

SAVE TODAY AT A&P WEO ON FROZEN

Cap'n John's Fish Sticks

10-Oz. Pkg. **59¢** 1-Lb. Pkg. **89¢**

<p>Save On Single Ply Northern</p> <p>Paper Towels 8 Roll 89¢</p> <p>HEARTY AND VIGOROUS</p> <p>Our Own Tea Bags 100-Ct. Pkg. 89¢</p> <p>ALL FLAVORS OF LOOK FIT OR</p> <p>Marvel Ice Milk 1/2-Gal. Cn. 59¢</p> <p>REGULAR OR CRINKLE CUT</p> <p>A&P Frozen Potatoes 5-Lb. Bag 89¢</p>	<p>JANE PARKER</p> <p>Seeded Rye Bread 3 16-Oz. Loaves \$1.00</p> <p>SAVE ON FRESHLY BAKED</p> <p>Lemon Pies JANE PARKER 22-Oz. Pkg. 59¢</p> <p>BAKE N' SERVE</p> <p>Twin Rolls JANE PARKER 3 12-Oz. Pkg. \$1.00</p> <p>SAVE ON JANE PARKER MARBLE</p> <p>Grescent Pound Cake 15-Oz. Pkg. 59¢</p>	<p>GREAT WITH A&P SALTIMES</p> <p>Campbell's Tomato Soup 10 1/2-Oz. Cn. 10¢</p> <p>SMOOTH OR CRUNCHY</p> <p>Ann Page Peanut Butter 28-Oz. Jar 93¢</p> <p>SAVE ON ALL HOLDS OF</p> <p>A&P Hair Spray 14-Oz. Can 49¢</p> <p>GREAT SAVINGS ON</p> <p>A&P ASPERIN 100-Ct. Bottle 25¢</p>
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100% ORANGE JUICE

From Florida

CONCENTRATED FROZEN A&P

Orange Juice

3 12-Oz. Cans **\$1.00**

SHOP A & P FOR YOUR

HALLOWEEN CANDY

GOOD ASSORTMENT

Try Volume 1 For 49c. It'll Sell You The Rest

The Funk & Wagnalls New Encyclopedia

Volumes 1, 2, 3 and 4

Now On Sale At All A&P Stores

Vol. One Now on Sale for **49¢** Vol. 2-25. \$1.99 Only

Plus Index And Bibliography

A&P BRAND CHEESE

Mel-O-Bit Label

PASTEURIZED PROCESSED

SLICED AMERICAN 12-Oz. Pkg. 89¢	SLICED AMERICAN 6-Oz. Pkg. 49¢	AMERICAN SWISS SHARP 1 1/2-Lb. Pkg. 51¢	AMERICAN SLICED 1 1/2-Lb. Pkg. \$1.79
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FROM YOUR A&P WEO PRODUCE DEPARTMENT—ALL PURPOSE RED BLISS

POTATOES 10-Lb. **99¢**

SAVE MONEY ON FLA

White Grapefruit 3-Lb. Bag **59¢**

Save On Stayman

Apples 3-Lb. Bag **59¢**

TRY SOME SNOW-WHITE

Caiflower 2-Lb. Bag **49¢**

GREAT TASTING WESTERN

Bartlett Pears 3-Lb. Bag **\$1.00**

GREAT FOR SALADS—CALIFORNIA

Celery STALK **39¢**

GREAT FOR SALADS—FRESH

Green Onions 2-Bunch Only **39¢**

<p>VALUABLE COUPON</p> <p>This Coupon Worth 40¢ Toward The Purchase Of</p> <p>8-O'Clock Instant Coffee</p> <p>YOU PAY 99¢</p> <p>Limit one coupon per family. Redeemable thru Sat., Nov. 3.</p>	<p>100% BRAZILIAN</p> <p>8-O'Clock Coffee</p> <p>1-Lb. Bag 85¢ 3-Lb. Bag \$2.49</p> <p>WITH CHICORY</p> <p>Custom City Coffee 1-Lb. Bag 69¢</p>	<p>CHECK & COMPARE</p> <p>Anti-Freeze</p> <p>Marvel Gel. Jug \$1.49 Prestone Gel. Jug \$1.89</p>
<p>VALUABLE COUPON</p> <p>This Coupon Worth 50¢ Toward The Purchase Of</p> <p>Nearly Instant Coffee</p> <p>YOU PAY 99¢</p> <p>Limit one coupon per family. Redeemable thru Sat., Nov. 3.</p>	<p>VALUABLE COUPON</p> <p>This Coupon Worth 10¢ Toward The Purchase Of</p> <p>Borden's Cream</p> <p>YOU PAY 59¢</p> <p>Limit one coupon per family. Redeemable thru Sat., Nov. 3.</p>	<p>VALUABLE COUPON</p> <p>This Coupon Worth 10¢ Toward The Purchase Of</p> <p>Alka Seltzer</p> <p>YOU PAY 53¢</p> <p>Limit one coupon per family. Redeemable thru Sat., Nov. 3.</p>
<p>VALUABLE COUPON</p> <p>This Coupon Worth 10¢ Toward The Purchase Of</p> <p>A&P Tooth Brushes</p> <p>YOU PAY 49¢</p> <p>Limit one coupon per family. Redeemable thru Sat., Nov. 3.</p>	<p>VALUABLE COUPON</p> <p>This Coupon Worth 10¢ Toward The Purchase Of</p> <p>Original Testapast</p> <p>YOU PAY 89¢</p> <p>Limit one coupon per family. Redeemable thru Sat., Nov. 3.</p>	<p>VALUABLE COUPON</p> <p>This Coupon Worth 10¢ Toward The Purchase Of</p> <p>Dist. Mazela Margarin</p> <p>YOU PAY 47¢</p> <p>Limit one coupon per family. Redeemable thru Sat., Nov. 3.</p>

YARD OF THE MONTH—Mr. and Mrs. James Farrior received the "Yard of the

Month" sign from the Kenansville Beautificalion Committee for the month of October.

A Vote For

George D. Bennett Jr.

On Nov. 6 For

Warsaw Town Comm.

Is A Vote For A More Progressive Warsaw.