

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.

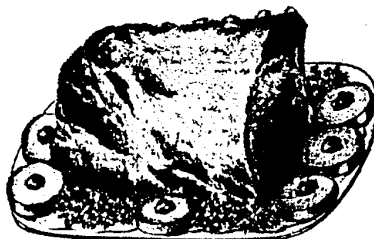
The idea of quality private brands isn't new at A&P. As a matter of fact, it's one of our oldest policies—and by golly, we're proud of it.

Are A&P Private Brands a good reason for shopping A&P? They're one of many.

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"Super-Right" Quality Meats!

Pork Loin Roast



7-Rib End Portion

39^c lb

Loin End Portions **49^c** lb

Fryer Legs or Breasts

with ribs attached

YOUR CHOICE **53^c** lb

ALLGOOD SLICED

Bacon

1-LB. PKG.

69^c

"SUPER-RIGHT" FANCY

Sliced Bacon

1-LB. PKG.

79^c

"SUPER-RIGHT" COUNTRY STYLE

Bacon

2-LB. PKG.

1⁴⁹

COUNTRY STYLE

Spare Ribs

"SUPER-RIGHT"

LB. **59^c**

WHOLE OR RIB HALF

Pork Loins

"SUPER-RIGHT"

LB. **59^c**

CENTER RIB CUTS

Pork Chops

"SUPER-RIGHT"

LB. **89^c**

FROM GOVERNMENT INSPECTED CHICKENS

Chicken Gizzards

LB. **29^c**

"SUPER-RIGHT" LEAN STRIPS OR GROUND

Stewing Beef

LB. **79^c**

"SUPER-RIGHT" SKINLESS

All-Meat Franks

1-LB. PKG.

59^c

"SUPER-RIGHT" BLADE CUTS

Chuck Steak

LB. **59^c**

"SUPER-RIGHT" BONELESS

Chuck Roast

LB. **79^c**

"Super-Right" Mature, Corn-Fed Beef!

Beef Chuck Roast



BLADE CUT

45^c LB.

ARM CUT

59^c lb

ENGLISH CUT

69^c lb

Frozen Foods!

A & P HASH BROWN

POTATOES

2 LB. BAG **29^c**

A&P CRINKLE CUT OR REGULAR

French Fries

2 LB. BAG **39^c**

A&P BRAND

Potato Morsels

2 LB. BAG **39^c**

BREAKFAST DRINK FAVORITE

Birds Eye Awake

NET WT. 9-OZ. CAN **37^c**

Bakery Buys!

SAVE 16c—JANE PARKER

Apple Pie



1-Lb., 8-Oz. Size

39^c

SAVE 10c—JANE PARKER

Angel Food Cake

1-LB. 1-OZ. RING **39^c**

JANE PARKER YEAST RAISED

Glazed Donuts

PKG. OF 12 **39^c**

SAVE 10c—JANE PARKER

Potato Chips

TWIN PACK 1-LB. BOX **59^c**

NEW!—ENRICHED

Egg Buns

12 IN POLY BAG **49^c**

MAKES DELICIOUS TOAST—UNSALTED

French Bread

1-LB. LOAF **25^c**

A&P FROZEN—SAVE 16c!

Orange Fluff Cake

NET WT. 12-OZ. PKG. **39^c**

Dairy Values!

MARVEL—Everyday Low Price

Ice Cream

FIVE POPULAR FLAVORS 1/2-GAL. CTN. **59^c**

SHERBET COVERED ICE CREAM

Creamsicles

12 IN PKG. **49^c**

A&P BRAND

Half and Half

QUART CTN. **39^c**

A&P—LARGE OR SMALL CURD

Cottage Cheese

1-LB. CTN. **49^c**

IT'S MICHIGAN WEEK!

Fish & Seafood!

CAP'T JOHN'S

Haddock Dinners

NET WT. 9-OZ. PKG. **89^c**

CAP'T JOHN'S

Breaded Shrimp

2-LB. PKG. **2¹⁹**

SLICED

Halibut Steak

LB. **69^c**

LAKE ERIE

Perch Fillets

LB. **49^c**

Guaranteed Good Groceries...All Value-Priced!

FEATURE VALUE! SUPER-RIGHT

Luncheon Meat

2 NET WT. 12-OZ. CANS **89^c**

SILVER SKILLET

Corned Beef Hash

1-LB. 9 1/2-OZ. CAN **59^c**

SILVER SKILLET

Beef Stew

1-LB. 9-OZ. CAN **53^c**

SILVER SKILLET

Chili with Beans

1-LB. 9 1/2-OZ. CAN **53^c**

A&P BRAND

Potato Salad

2-LB. PAIL **59^c**

ANN PAGE QUALITY

Barbecue Sauce

1-LB. 12-OZ. BTL. **45^c**

A&P BRAND—GRADE 'A'

Apple Sauce

1-LB. 9-OZ. JARS **89^c**

KRAFT'S SALAD DRESSING

Miracle Whip

QT. JAR **48^c**

DEBUSH

Hamburger Dills

QT. JAR **33^c**

ANN PAGE QUALITY

Tomato Ketchup

NET WT. 14-OZ. BTL. **18^c**

EARLY CALIFORNIA SUPER COLORIAL

Ripe Olives

3 NET WT. 9-OZ. CANS **89^c**

CHAMPION

Sweetie Pies

1-LB. 10-OZ. PKG. **39^c**

YUKON CLUB ASSORTED

Beverages

REG. W/ LOCAL **7^c**

FOR THE BATHROOM

Delsey Tissue

4"x4" 3 ROLL PKG. **25^c**

ASSORTED COLORS

Aurora Tissue

4"x4" 3 ROLL PKG. **25^c**

SAVE AT A&P

Kotex Tampons

PKG. OF 16 **39^c**

A&P HARDWOOD CHARCOAL

Briquets

10-LB. BAG **89^c**

A&P BRAND

Charcoal Starter

1/2-GAL. CAN **59^c**

3PLY

Gala Towels

PKG. OF 120 ENCASES **32^c**

KITCHEN CHARM

Waxed Paper

2 100 FT. ROLLS **39^c**

A&P Brand — Our Finest Quality



PINEAPPLE GRAPEFRUIT DRINK

4 1-qt. 16-OZ. CANS **99^c**

A REAL VALUE

BANANAS

2 LBS. **29^c**

FLORIDA SWEET

Fresh Corn

.6 EARS FOR **49^c**

FLORIDA

Watermelons

QTR. **49^c** HALVES **95^c**

CALIF. NEW CROP VALENCIA

ORANGES

59^c 113 SIZE DOZEN

NEW!—FLORIDA SEGAGO

Potatoes

.10 LB. BAG **99^c**

IMPORTED—BLACK

Barlinka Grapes

LB. **49^c**