



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.

COPYRIGHT © 1966, THE GREAT ATLANTIC & PACIFIC CO., INC.

Choose "Super-Right" Quality Meats!

Enjoy "Super-Right" Steaks-Cut from Mature, Corn-Fed Beef!

STEAK SALE!



Center Cut
Round
Steaks

79^c
lb

FRESH Mushrooms . . . LB. 59^c

Sirloin LB. 99^c

T-Bone LB. 1⁰⁹

Porterhouse LB. 1¹⁹

USDA GRADE "A" 8 TO 14 LB. SIZES

Young Turkeys LB. 39^c

FRYER LEGS
OR BREASTS
With Ribs Attached
LB. 59^c

"SUPER-RIGHT" QUALITY
Rotisserie or
RUMP ROAST
LB. 89^c YOUR CHOICE

CENTER CUT "SUPER-RIGHT" SMOKED
Pork Chops . . . LB. 99^c
"SUPER-RIGHT" 3 IN 3 POUND STEAK
Spare Ribs . . . LB. 69^c
PEELED AND DEVEINED
SHRIMP . . . 1-LB. BAG 2⁹⁹

"SUPER-RIGHT" NEW YORK BONELESS
Strip Steaks . . . LB. 1⁹⁹
BONELESS BEEF ROAST "SUPER-RIGHT"
Heel of Round . . . LB. 75^c
"SUPER-RIGHT" SKINLESS
All-Meat Franks . . . 1-LB. PKG. 59^c

"Super-Right" Quality, Skinned

**SMOKED
HAMS**

Shank
Half **49^c**
lb

Butt Portion . . . LB. 59^c

Frozen Foods!

A&P Grade 'A'
Sweet Peas
Peas & Carrots
French Fries

2 LB. BAG **39^c**

Baby or Fordhook

Lima Beans or
Mixed Vegetables

2 LB. BAG **49^c**

3c OFF ON 4 BARS!
Personal Size

Ivory Soap

4 BARS **29^c**

SAVE AT A&P!

Comet Cleanser

2 NET WT. 14-OZ. CANS **31^c**

8c OFF ON 2 BARS!

Safeguard Soap

2 BATH BARS **35^c**

SPECIAL OFFER!

A&P Coffee

REGULAR OR DRIP 2 LB. CAN **1³⁹** VACUUM PACK

BETTY QUICK
Corned Beef Hash 3 NET WT. 13-OZ. CANS **1⁰⁰**
SUNNYBROOK-ALASKA
Red Salmon . . . 1-LB. CAN **79^c**
CHAMPION BRAND
Saltines . . . 1-LB. PKG. **19^c**
A&P ALL GREEN CUT
Asparagus SPEARS 4 NET WT. 14-1/2 OZ. CANS **99^c**
MORTON'S FROZEN
Macaroni & Cheese 1-LB. 4-OZ. PKG. **37^c**

Jane Parker Buys

FEATURE! VALUE! SAVE 16c

Cherry Pie

Made with Grade "A" Montmorency Cherries



39^c 1-LB. 8-OZ. SIZE

DELICIOUS TREAT
Golden Loaf Cake . . . 2 14-OZ. LOAVES IN PKG. **49^c**
PLAIN, CINNAMON OR
Sugared Donuts SAVE 11c . . . PKG. **21^c**
JUST HEAT AND SERVE
Baked Twin Rolls . . . POLY BAG OF 12 **25^c**
DANISH COFFEE CAKE . . . NET WT. 14-OZ. PKG. **59^c**
Almond Bread . . . 1-LB. 8-OZ. BOX **89^c**
Potato Chips . . . 1-LB. BOX

DUNCAN HINES LAYER

Cake Mixes

3 1-LB. 2-OZ. PKGS. **98^c**

ANN PAGE
Brownie Mix . . . 1-LB. 6-OZ. PKG. **29^c**
SUMMER ISLE
Pineapple HALY SLICES 4 NET WT. 8-OZ. PKG. **49^c**
A&P FREESTONE HOME-STYLE
Peaches . . . 3 1-LB. 13-OZ. CANS **1⁰⁰**
SAVE AT A&P—2-PLY
Kleenex Tissues . . . BOX OF 100 **33^c**
DESIGNER LINE
Kleenex Towels 2 ROLLS IN PKG. **39^c**

Dairy Values!

MARVEL—5 FLAVORS

Ice Cream



Every-day Low Price
59^c 1/2-GAL. CTN.

A&P BRAND
Half and Half . . . ST. CTN. **39^c**
A&P LARGER OR SMALL CURD
Cottage Cheese . . . 2 1-LB. CTNS. **49^c**
NEW YORK CHEESE
Sharp Cheddar . . . LB. **79^c**
KEAFT SLICED—NATURAL
Swiss Cheese . . . NET WT. 5-OZ. PKG. **49^c**
A&P BRAND
Chocolate Milk . . . 2 1-LB. CTNS. **49^c**

A&P JUICE SALE

Sweetened or Unsweetened
Grapefruit Juice,

Orange-Grapefruit Juice
or Sweetened Orange Juice

3 1-QT. 14-OZ. CANS **1⁰⁰**

Fresh Produce!

SOUTHERN RED RIPE

Fresh Peaches

3 LBS. **49^c**

A REAL VALUE

Bananas . . . 2 LBS. **29^c**

CALIFORNIA SIZE 140

Fresh Lemons . . . 6 FOR **49^c**

THOMPSON WHITE

Seedless Grapes . . . LB. **29^c**

**PLAY
FABULOUS
BONUS
BINGO**

Here are Just a Few of the Recent Cash Winners

\$1,000 WINNERS

Grace Flowers, Detroit
Mario Walker, Ann Arbor
Eva Corbelli, Detroit
Glen Sellers, Detroit
Beatrice Ezell, Warren

\$500 WINNERS

Gloria Mowbray, Uxale
Doris Wilkes, Mt. Clemens
Cecil Bentley, Troy
Walter Bennett, Ferndale
William Schulz, Detroit

\$100 WINNERS

Douglas Adams, Ann Arbor
Mrs. A. H. Nielsen, Taylor
Lauri Kengas, Ypsilanti
James Ashmore, Detroit
Wm. E. Walker, Detroit
Mrs. L. M. Stewart, Detroit

\$50 WINNERS

Mrs. C. Simpson, Berkley
Audrey Hamilton, Wayne
J. M. Boone, Ypsilanti
Levert Rostaine, Taylor

Andrew Nisic, Detroit
Mary Quares, Detroit
Mrs. A. Harris, Center Line

OTHER WINNERS

Mrs. A. Anderson, Berkley
Myrtle Drost, Brighton
Fred Faturian, Detroit
Jack Heltzer, Ann Arbor
Betty Chapman, Romeo
Louis Revie, Lake Orion
Patsie Blackman, Ferndale
Mrs. Shirley Macle, Warren
Sue Harrison, Ypsilanti

M. C. Barber, Wyandotte
John M. Gordon, Detroit
Norma Stabloski,
Farmington

Barbara Hunter, Detroit
Mrs. R. H. Dudley,
Bloomfield Hills
James D. Smith, Wayne
Mary E. Kallia, Detroit
Mrs. Helen Murray, Detroit
W. Louis, Ferndale
Mrs. L. Miller, Warren
Doris L. Russell, Troy
Gloria Worley, Wyandotte
Margaret Hughes,
Garden City

Program #104
of BONUS BINGO

May be played in the Detroit
Metropolitan Area Only
Simply pick up your
FREE copy of the Bonus
Bingo Game Book at
your nearby friendly
A&P! Start playing to-
day. Win early! Win
often! No purchase
necessary.
ONLY ONE SLIP PER STORE
VISIT TO EACH ADULT
(LW. 2. EXPIRY 1966—AN
A&P. © 1966. All Rights Reserved. Strategic Man-
agement, 99 Park Ave., N.Y.C.

CLIP OR COPY
THIS SLIP TO
HELP YOU WIN

