

## 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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PRICES EFFECTIVE THROUGH SAT., FEB. 25th.

**WHITE BEAUTY**  
**Shortening**  
3 LB. CAN **59¢**

**ANN PAGE QUALITY**  
**Elbow Macaroni or Spaghetti**  
3 LB. PKG. **55¢**

Choose "Super-Right" Quality Meats!



## BEEF RIB STEAKS

A&P's "Super-Right" Rib Steaks are cut from Mature, Corn-Fed Beef to give you more Eat in the Meat!

**79¢** lb

ALLGOOD BRAND		Government Inspected, Top Quality	Cut From Corn-Fed Porkers—"Super-Right"
<b>Sliced Bacon</b>		<b>Fresh Fryers</b>	<b>Pork Loins</b>
2-LB. PKG. <b>115</b>	1-LB. PKG. <b>59¢</b>	CUT-UP SPLIT OR QUARTERED <b>29¢</b> lb	7-Rib End Portion <b>43¢</b> lb
"SUPER-RIGHT" Fancy Sliced Bacon... 1-LB. PKG. <b>69¢</b>	"SUPER-RIGHT" COUNTRY STYLE Thick-Sliced Bacon... 1-LB. PKG. <b>135</b>	Whole Fryers	Loon End Portion <b>55¢</b> lb
			CENTER RIB CUT Pork Chops... <b>89¢</b> lb

**"SUPER-RIGHT" Liver Sausage**... **59¢** lb  
"SUPER-RIGHT" BONELESS Smoked Pork Butts... **69¢** lb  
"SUPER-RIGHT" BONELESS Delmonico Steaks... **1.89** lb  
COUNTRY-STYLE Spare Ribs "SUPER-RIGHT"... **49¢** lb  
SWIFT'S PREMIUM Turkey Roast... **2.79** 2-LB. PKG.

FOR BROILING OR FRYING Halibut Steak... **49¢** lb  
OCEAN PERCH OR Cod Fillets... **35¢** lb  
CAPT. JOHN'S Fish Sticks... **59¢** 1-LB. PKG.  
CANNED HAMS **6** LB. CAN **4.99**

Flavor-Full Fruits & Vegetables!

U.S. NO. 1 RUSSET

**Idaho Potatoes**  
**10** POUND BAG **89¢**

CALIFORNIA HAVEL—88 SIZE Oranges... **59¢** DOZ.  
CALIFORNIA LONG WHITE "B" SIZE New Potatoes... **79¢** 10-LB. BAG  
RUBY RED Grapefruit... **49¢** 5-LB. BAG  
HAWAIIAN—6 SIZE Pineapple... **49¢** EACH  
FRESH, GOLDEN Carrots... **25¢** 2-LB. CELLO BAG

Frozen Foods!

### Sultana Dinners

Beef, Chicken, Turkey Salisbury Steak, Ham or Meat Loaf **37¢** NET WT. 11-OZ. PKG.

A&P BRAND Macaroni AND CHEESE **4** NET WT. 8-OZ. PKGS. **75¢**

### A&P Orange Juice

The Real Thing from Florida **6** NET 6 FL. OZ. CANS **79¢**

Dairy Buys!

CHOCOLATE COVERED ICE CREAM Cheerio Bars **12** IN PKG. **49¢**

PINCONNING Cheese MEDIUM SHARP... **79¢** lb

A&P BRAND LARGE OR SMALL CURD Cottage Cheese **29¢** 1-LB. CTN.

MARVEL BRAND Ice Cream... **59¢** HALF GAL. CTN.

UNDERWOOD Deviled Ham... **39¢** NET WT. 4 1/2-OZ. CAN

TOILET TISSUE Northern... **35¢** 4 ROLL PKG.

10¢ OFF LABEL GIANT SIZE Sunshine Rinso... **66¢** 3-LB. 2-OZ. PKG.

KING SIZE DETERGENT Silver Dust Blue... **133** 4-LB. 1-OZ. PKG.

GIANT SIZE Advanced All... **71¢** 3-LB. 1-OZ. PKG.

GIANT SIZE Fluffy All... **77¢** 3-LB. PKG.

SAVE AT A&P Dishwasher All... **41¢** 1-LB. 4-OZ. PKG.

LIQUID DETERGENT Coldwater All... **73¢** QT. SIZE

DISHWASHER DETERGENT Lux Liquid... **77¢** QT. SIZE

10¢ OFF LABEL Vim Tablets... **57¢** 2-LB. 6-OZ. PKG.

15¢ OFF LABEL GIANT SIZE Surf Detergent... **59¢** 3-LB. 2-OZ. PKG.

GRAPE OR TROPICAL PUNCH A&P Fruit Drinks **4** 1-QT. 14-OZ. CANS **99¢**

A&P GRADE "A" WHOLE OR SLICED White Potatoes **4** 1-LB. CANS **49¢**

SULTANA BRAND Grape Jelly... **2** LB. JAR **39¢**

COLDSTREAM Pink Salmon... **59¢** 1-LB. CAN

A&P BRAND, GRADE "A" Pineapple Juice **4** 1-QT. 14-OZ. CANS **99¢**

A&P BRAND Instant Coffee... **99¢** NET WT. 10-OZ. JAR

2-PLY FACIAL TISSUES—8 1/2" x 9 1/2" Kleenex... **3** BOXES OF 100 **1.00**

ANN PAGE—QUALITY Egg Noodles... **3** 1-LB. PKGS. **1.00**

A&P—LIGHT CHUNK Tuna Fish... **3** NET WT. 6 1/2-OZ. CANS **79¢**

A&P BRAND 100% Colombian Coffee... **79¢** 1-LB. CAN

SOFT-PLY Toilet Tissue **4** ROLL PACK **29¢**

A&P GRADE "A" HAWAIIAN

**Crushed Pineapple**  
**3** 1-LB. 4 1/2-OZ. CANS **79¢**

A&P BRAND, GRADE "A"

**Fruit Cocktail**  
**3** 1-LB. 14-OZ. CANS **1.00**

A&P BRAND, INSTANT

**Chocolate Flavored Drink**  
**3** NET WT. 13 4/5-OZ. PKGS. **1.00**

Jane Parker Baked Foods!

SAVE 19¢ ON 2 LOAVES—JANE PARKER

**Potato Bread** **2** 1-LB. LOAVES **39¢**

CRESCENT SHAPED—GOLDEN OR MARBLE **Pound Cakes** SAVE 8¢... **39¢** NET WT. 15-OZ. CAKE

SWEETLY ICED **Glazed Donuts** PKG. OF 1 **31¢** PKG. OF 12 **39¢**

JANE PARKER **Plain Raisin Bread**... **27¢** 1-LB. LOAF

SHACK SIZE **Fruit Pies** YOUR CHOICE: APPLE, CHERRY, LEMON, PINEAPPLE OR BLACKBERRY **2** NET WT. 4-OZ. PIES **25¢**

LENTEN FAVORITE **Hot Cross Buns**... **39¢** NET WT. 10 1/2-OZ. PKG. OF 8

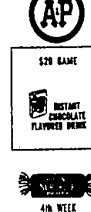
Clip these Extra Price Slips to Help You Win



SERIES 9182



SERIES 9182



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Nothing to Buy... Nothing to Write... Start Today!

You can win a cash surprise up to \$1,000 when you fill a straight line of 5 products horizontally, vertically or diagonally—just like Bingo. You can win cash in a hurry with an INSTANT PRIZE when your game slip reads "Instant Surprise."

You can also win free A&P PRODUCT PRIZES with game slips marked with the word "FREE."