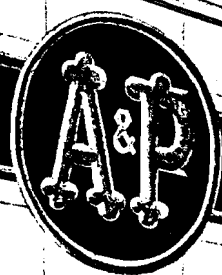


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LADIES' HOME JOURNAL

SUPER MARKET



More "Family Cars" Park Here ...

It's a pretty good sign, when you see a pram parade lined up *outside* a store, that mothers are *inside* doing a smart bit of shopping. And we blush with pride, because so many of these mothers choose A&P as the place to stretch those slim, just-getting-started household budgets.

They keep us on our toes, too, providing a

big variety of "nothing but the best" for Joe and the babies. Take eggs, for instance. We're as fussy as all get out about them. We get them direct from the farms, candle and grade each egg ourselves, race them to our stores fresh as fresh can be, and we still manage to keep the prices sensible. That's one of dozens of ways we help Mom serve better food for less money.

Yes, better food for less money: that's the A&P story. We believe in it and we practice it. We think you'll benefit by it at your house. We suggest that you read the weekly A&P newspaper advertisements, or better yet, come to your neighborly A&P Super Market for first-hand proof. The whole idea back of A&P is to simplify YOUR food problems.

LOW PROFIT MEANS MORE FOOD FOR YOUR MONEY

... you spend more than 90% of the actual cost of the business... a problem... low price... of food... with...



BABIES ARE SOME OF OUR BEST CUSTOMERS

Baby foods and cereals and milk for formulas occupy plenty of shelf space at A&P. We're toddler coddlers, and why not? Today's babies grow up to be enthusiastic A&P customers—for nobody's ever too young or too old to share A&P economies.



Customers' Corner

Let's hear *your* side of shopping problems. We'd like you to have the best checkout system possible. Tell us frankly what you think of it—how we can better it. We're continually working on this problem. Help us to help you. Write:

Customer Relations Dept.
A&P FOOD STORES,
Graybar Building, New York 17, N. Y.