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"Gee. We're Walking Down The Aisle Again!"

June, the traditional month of brides, is a happy time at A&P. For, thanks to countless brides of many Junes, A&P has become a tradition, too. Seeing newlyweds in the aisles of A&P Super Markets always makes us proud of our part in helping make America's dreams come true.

Each generation of new homemakers wants more of the better things of life . . . and they

look to A&P to do its share in providing them. Often this calls for new ideas, new and better items, more efficient storekeeping. And in providing more and better food for more people *for less money*, your A&P has prospered and grown, also.

Have *you* visited your A&P Super Market lately? You'll enjoy the new free-wheeling

baskets that are roomier . . . the more convenient arrangement of food stocks . . . the ever improving check-out system. Best of all, you'll like the "Right-in-Sight" pricing of every item, *right on the package* as well as on the shelf! And you'll surely notice that all prices are mighty reasonable, too. Not just for June brides, either . . . but for *everyone!*



HOW TO SHOP ON A BRIDE'S BUDGET

Naturally, you want to shop where you get the most for your money. At A&P, when you spend a dollar, less than 1 cent is A&P's profit. It's more than 99 cents that goes into the food that helps you live better.



SAVE MONEY—GET FINE, FRESH COFFEE!

Experts agree—fresh coffee is better coffee. And A&P Coffee is *real*, fresh . . . freshly roasted . . . freshly ground to your order. That's why a practical, convenient paper cup is all that's needed to enjoy A&P Coffee flavor.



GROWING! GROWN! GOOD!

That's the way it is with our fresh fruits and vegetables. A&P buyers snap up pick-of-the-crop items . . . often where they grow. They're whisked direct to A&P in your selection. This careful handling gives you real savings—and your family enjoys peak-of-ripeness goodness.

