

P 178

"With so much of my money being 'eaten up'... I did something about it!"



"Feeding my family well these days takes some tall doing! For a while, trying to cut corners, I tried tracking down 'week-end' specials and even 'one-day' features. But a few foods at low prices didn't do much to cut my total food bill. Friends told me about A&P's store-wide low prices on hundreds of items every day... and there was the answer to my problem! I'm so pleased that I'm telling everybody that A&P is the place to really cut food bills! Say... why don't you Test Shop A&P? See how well you eat... see how much you save!"

# Test Shop A&P

Store-wide low prices on hundreds of items every day... instead of a few "one-day" or "week-end" specials!



## 1. "I found"

that A&P makes a profit of *only about 1c* out of every dollar I spend there. Naturally, that means I'm getting more good food for my money. Wouldn't that help *your* budget, too?"



## 2. "I found"

the correct price marked on every item... no guesswork here. Speeded things up at the check-out stand, too... and this price-marking policy helps me check the itemized cash register slip when I get home."



## 3. "I found"

values in every department, and this makes a big difference in the 21 meals a week I have to plan. More variety makes eating more fun... more low prices make shopping more fun... I know!"



### A&P's PRICE POLICY

Store-wide low prices on hundreds of items every day... instead of just a few "one-day" specials!



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