A&P SUPER MARKETS

When You Buy Ground Beef at A&P You Get No More Than 10% Beef Fat to Assure Savory Flavor and No Odds and Ends!

A&P's GROUND BEEF IS ALL BEEF

It's Delicious To Eat... Thrifty To Buy!

At A&P, ground beef means just one thing . . . lean, fresh beef, with no more than 10% of its weight in fat. Pork and lamb scraps, hearts and other odds and ends never go into it. Neither does the excess fat which becomes waste grease when cooked. You'll find only top-quality ground beef, not two or three different grades displayed. A&P's delicious "Super-Right" ground beef is FRESHLY PREPARED MANY TIMES A DAY and sold at one thrifty price. You may also have your purchases of stew beef, round steak, or chuck roast custom ground to your order at A&P.

Customers' Corner

Many of our stores now have *express checkout stands* reserved for the use of customers with only one or two small purchases.

Is there such a stand in your A&P? Do you ever use it? Does it speed up your shopping? If there is no express checkout in your store would you like to see one installed?

We want to make your shopping as quick and easy as possible and your advice will help us make your A&P store a better place to shop.

Please write:

Customer Relations Department,
A&P Food Stores, 420 Lexington Avenue
New York 17, N. Y.

Lean, Freshly Made
Ground Beef . . . . Lb. **59¢**

Sugar Cured, Smoked or
Cooked Picnics . . Lb. **45¢**

Frying Chickens New York Dressed . . . . . Lb. **49c**
Lean Boiling Beef . . . . . Lb. **27c**
Fresh Hams Cut from Small, Lean, Fresh Hams . . . . . Lb. **49c**
Skinless Frankfurters 100% Meat Product . . . . Lb. **49c**
Ring Bologna Or Large Piece—100% Meat by the . . . . Lb. **49c**

Fresh, Young—10 to 14 Lbs. Avg.
Hen Turkeys . . . . Lb. **65¢**

Plump, Tender
Stewers . . . . . Lb. **43¢**

Have a Thrifty Fish Dinner
Ready for Baking, Broiling or Poaching
Halibut Steak . . . Lb. **43¢**

Large Shrimp Popular for Cocktails Easy to Prepare . . . . Lb. **63c**
Pan-Ready Herring Ready to Broil or Fry . . . . . Lb. **25c**
Fresh Pan-Ready Perch Fry to a Golden-Brown . . Lb. **45c**

A&P's Famous Ann Page
SALAD DRESSING
Pt. Bot. **25¢** Qt. Bot. **45¢**

Ann Page Pineapple
Preserve Made With Pure Fruit and Cane Sugar Lb. Jar **31¢**

A&P Delicious Tart-Sweet
Apple Sauce . . 2 20-Oz. Cans **27¢**

Cold Stream Brand
Pink Salmon . . . Lb. Can **49¢**

Maine Sardines In Oil—Packer's Label . . . . 4 3¼ Oz. Cans **33c**
Tender Green Peas Packer's Label New Pack . . 3 No. 303 Cans **25c**
Iona Tomatoes Flavor-Fresh Goodness New 1949 Pack . . 3 19-Oz. Cans **29c**
Scott Golden Corn Delicious Cream Style . . . . 3 No. 303 Cans **25c**
Aunt Jemima Pancake Flour . . . 20-Oz. Pkg. **17c**
Sunnyfield Family Flour . . . . 25 Lb. Bag **1.59**
Ann Page Syrup A Blend of Pure Cane and Maple Syrups . . 12-Oz. Bot. **25c**
Apricot Nectar Heart's Delight Brand . . . . . 46-Oz. Can **39c**
Lakeside Townhouse Crackers . . Lb. Pkg. **29c**
Kremel Desserts . . . . . 3 4-Oz. Pkgs. **20c**
Iona Apricots Sweet Golden Unpeeled Halves . . . . 2 29-Oz. Cans **39c**
Pitted Pie Cherries Packer's Label Red Sour . . . . 20-Oz. Can **25c**
Sure Good Margarine . . . . . Pound Ctn. **21c**
Duff's Hot Roll Mix . . . . . 14-Oz. Pkg. **26c**
Sun Sweet Prune Juice . . . . . Qt. Can **29c**
A&P Grapefruit Juice . . . . . 46-Oz. Can **29c**
Iona Tomato Juice . . . . . 48-Oz. Can **19c**
Bread & Butter Pickles Fanning's . . . 15-Oz. Jar **24c**
dexo Shortening Creams Easily, Blends Smoothly . . . 3 Lb. Cans **75c**
White House Evap. Milk . . . . . 2 Tall Cans **23c**
Cut Rite Wax Paper . . . . . 125 Ft. Roll **23c**
Kleenex The Handy Tissues . . . . . Box of 300 **27c**
Scott Tissue . . . . . 3 Rolls **29c**
Linit Laundry Starch . . . . . 2 12-Oz. Pkgs. **25c**
Brillo Pads Green or Red Box . . . . . Doz. in Box **21c**

A & P COFFEE

Eight O'Clock . . . . . 3-Lb. Bag **1.21** . . 1-Lb. Bag **42c**
Red Circle . . . . . 1-Lb. Bag **46c**
Bokar . . . . . 3-Lb. Bag **1.42** . . 1-Lb. Bag **49c**

Pride of the Coast—Sweet, Plump
CALIF. TOKAY GRAPES . . 2 Lbs. **19¢**

Sweet California Grown—Jumbo 6 Size
Persian Melons . . Each **59¢**

Green Peppers Home Grown . . . . . 6 For **10c**
Valencia Oranges Sweet Juicy . . . . 5 Pound Mesh Bag **49c**
Tender Egg Plant Home Grown . . . . . 2 For **19c**
Snow White Cauliflower Tender, Large Budded . . Each **29c**

Frozen Foods

Orange Juice Minute Maid or Birdseye Concentrated . . 6-Oz. Can **31c**
Welch's Grape Juice . . . Concentrated 6-Oz. Can **25c**

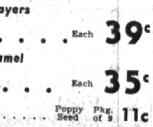
Oregon Grown—3 inch size
Spanish Onions 3 Lbs. **25¢**

Pascal Celery Fresh, Crisp Much Grown . . . . . 2 Stalks **25c**
Golden Ripe Bananas . . . . . Lb. **16c**
Fresh Comb Honey . . . . . Each **39c**
Fresh Cranberries . . . . . Pound Cello Bag **23c**

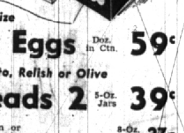
Assorted Nuts

Spanish Salted Peanuts . . . . . Pound Cello Bag **35c**
Red Diamond Walnuts . . . . . Pound Cello Bag **49c**

Fresh Dated — Soft Textured
MARVEL BREAD Lb. Loaf **12¢** • Loaf **18¢**



Mel-O-Bit Process
SLICED AMERICAN lb. **49¢**



Lady Baltimore—Two Golden Layers
Bar Cake . . . . . Each **39¢**

Luscious Breakfast Treat—Caramel
Pecan Rolls . . . . Each **35¢**

Dinner Rolls Plain Pkg. of 8 **10c** . . Poppy Seed Pkg. of 8 **11c**
Jane Parker Pop Corn Fresh Buttered . . . . . 6-Oz. Pkg. **19c**
Fresh Donuts Sugared or Cinnamon . . . . . Doz. In Pkg. **18c**
Sandwich Cookies Choc., Vanilla or Orange Creme . . . Pkg. **25c**

Fresh, Grade "A"—Small Size
Sunnybrook Eggs Doz. in Ctn. **59¢**

Borden's—Pineapple, Pimento, Relish or Olive
Cheese Spreads 2 5-Oz. Jars **39¢**

Borden's Chateau Plain or Pimento . . . . . 8-Oz. Pkg. **27c**
Cheddar Cheese Wisconsin Mild Flavor . . . . . Lb. **49c**
Wisconsin Longhorn Cheese . . . . . Lb. **49c**
Creamed Cottage Cheese . . . . . Lb. **19c**

A&P Super Markets
THE GREAT ATLANTIC & PACIFIC TEA COMPANY

Eccentric Is Commended for Article Proving Speeding Drivers Save Little Time

The Eccentric this week received a number of favorable comments on last week's article written by Managing Editor George Wm. Averill describing how little time he saved in speeding over various local streets.

He made "test runs" over five arterial highways, the first at the normal speed limit, the second as fast as he could without actually killing himself or other motorists or pedestrians.

Conducted with the cooperation of the Birmingham police department, Averill said he was able to save only a comparatively few seconds by speeding, but risked his neck in the process.

As a public service, The Eccentric this week gave the police department 1,000 reprints of the article which will be handed out to traffic violators as they appear to pay their fines.

Here are some representative comments received regarding the article:

Police Chief Ralph W. Moxley: "It verifies what I thought was true but had never checked it. It certainly shows that you gain very little time by risking your neck. We are going to distribute the reprints at the violation desk and through the mail to all violators. If the violators read this, I think it should discourage some of the speeding."

Paul Jones, director of public information, National Safety Council in Chicago: "The story on speeding is a honey, and sincere congratulations not only on the contribution that you have made to safety, but the clever and forceful manner in which you have done it. I am passing this around our staff so that we may all know about it and be able to make full use of it. Thank you very much for your leadership in safety. We are sure your paper is helping prevent many accidents in your community."

Donald Sluts, managing director, Traffic Safety Association of Detroit: "We were highly interested in reading the piece in The Eccentric on your experiments with speed, and how you saved a few seconds and risked your neck thereby. It is a swell job . . . I am pleased to know that the Birmingham police are handing reprints of the article to traffic violators. In my opinion, this is Grade-A public service . . . Congratulations on your enterprise in developing a good yarn on the futility of excessive speeding."

Mrs. A. L. Greuing, 850 Fairfax: "A very interesting article and proves what I have always been suspicious of—that speeding actually does not save enough time to warrant the risks taken."

Mrs. Glen R. Miller, 167 Lake Park: "As I read the article, I thought Mr. Averill was probably driving no faster than the average motorist in town. There's so much of it and it is all so useless. I can't say I entirely approve of the test, but if it proves the point, it was justified."

Jonathan Ball, chairman of the Citizens Traffic Committee: "I have always been interested in that type of experiment. Mr. Averill's test bears out the findings of one like it conducted some time ago in Hartford, Conn., that speeding actually saves no time and does endanger life and property."

Donald L. Cummings, 1351 Cedar: "The article proved what I have always felt—that city speeding is senseless and useless. Even the fast driver must obey some of the traffic signs, and in the long run gains nothing in time saved."

Ross A. Wagner, Baldwin high school principal: "I enjoyed the article very much, and agree 100 per cent with his findings. No matter how fast you drive in a city, you save very little time. Over and above that, you have to live with your conscience, and after you've injured someone in an accident, that's a pretty hard thing to do."

Mrs. M. Phillips, 1208 Bird: "His article just covered speeding, but there are a lot of other things, too. There are a lot of drivers who go through stop signs and there are a lot more who are making illegal U-turns on Woodward and Maple. One of the latter last week nearly caused an accident which would have involved me."

Mrs. James Terry, 692 Ann: "Yes, speeding should be stopped and especially on Hunter. There's a lot all over the city, but I think Hunter is the worst."

Ed Kirbert, executive secretary of the Birmingham YMCA: "Drive with prudence and save our students' has long been a favorite motto of mine. Apply this to all streets in Birmingham and vicinity and make as good time as those who exceed the speed limits and use their brakes hard at all stop signs. The wear and tear on one's car and nerves is not worth the risk in disobeying the law."

Mrs. Robert F. Watt, 1215 Yorkshire: "I enjoyed the article very much. He risked his skin by speeding, so he knows how much is at stake and how little time is gained. Speeding should be stopped all over the city."

Hart Ladd, 892 W. Lincoln: "It was very good. If people will only read it and remember it, they will know they don't save enough to bother with when they drive too fast in the city. I'd rather be late than dead."

'Spare the Gas and Save the Child' Is Local Police Plea

"Spare the gas and save the child!" Police Chief Ralph W. Moxley urged today as Birmingham opened its September drive against the needless traffic fatalities and injuries to school-age children.

"No matter how much safety education a child has had drilled into him," Chief Moxley said, "the fact remains that it's largely up to the motorist whether the child lives or dies."

He pointed out that home training and school safety lessons are extremely valuable in impressing youngsters with the dangers of playing in the street and crossing between intersections and that it is impossible to know how high our traffic death rate among children might be if such training were neglected. But, on the other hand, the Michigan State Safety Commission warns, a child in the heat of play forgets quickly and easily the lessons that he has learned, so the bulk of the responsibility falls back on the shoulders of the driver.

It is suggested to motorists they can save child life by following these rules:

Regard every child on the street as a flashing 'caution' sign; in school zones, residential districts and near playgrounds, be especially watchful for children and expect the unexpected at all times; give bicycles a wide berth. Inexperience, a poor sense of balance, holes in the road or just sheer childish absent-mindedness can place the rider directly in your path without warning; in residential districts, particularly, be on the alert at driveways and intersections for tricycle riders, skatery, scooter riders, and, in the winter, children on sleds.

Birmingham is conducting this campaign as part of a continuing traffic safety program in cooperation with the National Safety Council.

Set Hearing Date

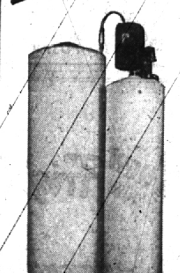
A second hearing on the assessment district for the improvement of Bowers street, between Woodward and Hunter, has been set by the city commission for October 3.

Photographs for publication in The Eccentric must be submitted by Friday noon of the week before publication.

NEW TYPE WATER SOFTENER

GIVES YOU ALL THE SOFT WATER YOU'LL EVER NEED

Automatically



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SOFT-O-MATIC

The revolutionary Soft-O-Matic is the first completely automatic domestic water softener. No manual attention whatever is needed beyond the infrequent replacement of salt. No valves to turn. No switches to flick. The reliable Soft-O-Matic time clock causes the unit to regenerate itself one to seven times weekly, depending upon your needs. Extra-large 30,000 grain daily capacity is more than ample for even the busiest household.

Removes iron in solution and produces water soft as rain . . . cuts soap bills to the bone, helps make washing easy, prolongs fabric life, offers new, natural complexion beauty, prevents costly water pipe damage.

Only the finest materials are ever used in the construction of the Soft-O-Matic. Service problems are virtually non-existent. Fully warranted and guaranteed.

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