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 On Monday Feb. 23 the Los
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# How A\&P Gives You Lower Food Prices 

During the past week you have noticed 1 y yer prices on many important food items in your A\&P Stores.

These prices are a direct reflection of the reductions in the market cost of the food to us.
Many of our customers are amazed to find these price reductions going into effect so quickly at the retail level. They wonder how we do it.

There is no mystery about it. We are able to reflect these market reductions promptly because of three basic policies:
First; We endeavor to buy our food from primary sources of supply, such as farmers, meat packers and grocery manufacturers, and move it directly to our stores and warehouses. This keeps down the cost of distribution to us and the price to you at all times.

Second; When the cost of food to us goes down, we do not wait until we have exhausted supplies on hand but endeavor to reflect reductions in our retail prices promptly.

Third; We are food merchants, not food speculators. We do not build up great reserves of food at any time. We are in the market day to day buying food to meet our customers' day to day needs.

The lower prices you are finding in A\&P stores, coming as they do at
a time when all of us are concerned with the high cost of living, have prompted many of our customers to ask us what the food price outlook is. Are there going to be further price reductions in these and other foods?
Frankly, it is impossible for anyone to predict future retail food prices without knowing whether the current break in the commodity markets is temporary or the begianing of a general trend.

Grocers do not control the price they must pay for food. They can lower retail prices only to the extent to which they buy wisely, keep their own costs and profits down, and pass along savings resulting from lower wholesale prices to their customers.

We base our retail price on the cost to us plus our low cost of doing business including our small profit of about one and a half cents on each dollar of sales.

Therefore, we can say A\&P prices will follow the market trend, and that any further reduction in the cost of food to us, or in our costs of doing business, will promptly result in lower prices in our stores.
You can count on A\&P to give you the lower prices whenever and wherever it is possible. You can trust $A \& P$ to give you the most quality food for your money.

THE GREAT ATLANTIC \& PACIFIC TEA COMPANY

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