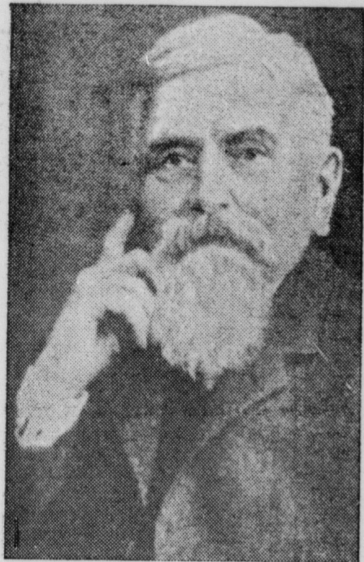


A&P TEA CO. OBSERVES ITS ANNIVERSARY



GEORGE HUNTINGDON HARTFORD—FOUNDER OF A & P SYSTEMS.

Celebrating its 80th birthday, the Great Atlantic and Pacific Tea Company announced today a special anniversary this week in all its stores and super-markets in this area. Particularly attractive prices on all items have been arranged for the celebration period, the company said.

Pioneer in modern methods of mass distribution, the A & P has been the leader in developing Twentieth Century techniques for distributing quantity foods at low prices. From the birth of the organization just before the Civil War, its main objective has been to reduce consumer costs by eliminating unnecessary steps in distribution.

The A & P chain was established in 1859, when George Huntington Hartford, a tall bearded young man from Maine, opened the doors of his first red-fronted store in Vesey street in New York City. Today the stores are familiar sights throughout the country and play an important part in the daily lives of millions of farmers, producers and consumers.

Based on a policy of cutting operating costs and passing the savings on to the consumer, the first store enjoyed an immediate success. At that time tea was selling at \$1 a pound, but young Hartford purchased the entire cargo of one ship and cut the price to 30 cents a pound.

Adherence to the policy of economy, developed by the elimination of all in-between costs, stimulated public demand for additional stores, which were opened in steadily increasing numbers. In the first ten years, Hartford opened ten stores and by 1874 he was operating 25 units. Today the first red front store of Hartford's has grown into the Great Atlantic and Pacific Tea Company, operating thousands of units in 39 states and the District of Columbia.

The A & P, along with other chain stores, experienced its greatest growth in the years immediately following the first World War. During the war years, farmers and manufacturers were encouraged to develop their production to the highest point ever known.

When the war ended, they found their foreign markets gone and the home markets shrunken. As a result the nation had a high powered mass production machine with no effective means of distributing its products. The chain stores proved the logical solution to his problem. They took the products of farm and factory and distributed them to an ever widening circle of customers. The result was not only increased patronage of chain stores, and increased consumption of industrial and agricultural products, but a better living standard at lower cost for the nation's consumers.

The A & P alone pays salaries to 85,000 employees, provides the nation's farmers with what they term "an indispensable market for crops and produce." It contributes to industry by the purchase of more than \$500,000,000 worth of merchandise from manufacturers and canners a year. Company Records show that housewives purchase nearly a billion dollars' worth of groceries annually from its stores, at savings of from eight to ten per cent and more.

Typical of benefits to consumers stemming from A & P improvements in both production and distribution, are those which have resulted from the company's accomplishments in bettering its own brands of coffee—the largest selling in the world—both in price and quality.

Before national brands of coffee reach the customer at an individually owned store, through the exporter, importer or broker, roaster and the retailer, each of whom must make a profit on the transaction, A & P coffee, however, changes hands but twice; once when the bean is purchased by buyers of the organization, and again when retailed at the red-fronted stores.

The company is the only retail organization in the world that maintains its own expert buyers in Brazil and Colombia, where purchases of the best available coffees are made direct from the grower. The beans are roasted in the A & P's own roasting plants, which are located so that every one of the more than 10,000 stores in the system is within one day's delivery of some plant. The company was the pioneer in the installation of modern grinders as a feature in all its stores.

Control of coffee all the way from grower to housewife is typical of A & P merchandising operations which tend

to cut middlemen's profits to a minimum, or eliminate them entirely.

At the same time the company also maintains and operates factories and processing plants of its own for foods other than coffee as another step in improved production and distribution. Last year these plants shipped products totalling nearly 700,000,000 pounds, which were distributed through all members of the system. A & P brands include, among other items: tea, bakery products, macaroni and spaghetti, gelatine, desserts, canned beans, peanut butter, olives, baking powder, vinegar, extracts, olive oil, jellies, preserves, salad dressing, candy, evaporated milk, canned salmon and fish.

Taking advantage of every manufacturing economy, the A & P is able to place on its shelves its own brand of high quality products which retail at prices pared through economies of production and distribution. These two factors enable A & P brand prices to be lower than those of many manufacturers and processors of foodstuffs, who must meet higher overhead and distribution costs.

INDUSTRIAL INJURIES.

The State Department of Labor and Industry this week announced that industrial accidents in August resulted in 116 fatalities and 9,522 non-fatal injuries.

GEORGE SHUTTY

George Shutty, about 57, died of lobar pneumonia at 1:50 p. m. last Thursday at Miners Hospital, Spangler, where he became a patient five days ago. He had been ill one week.

MRS. SARAH MANSELL.

Mrs. Sarah Ann Dukas Mansell, 92, one of the oldest residents of the Cresson section died last week at the home of her son, A. J. Dukas in Cresson. She had been ill only a few days. The deceased is survived by 96 descendants.

MRS. AMY A. MAXWELL.

Mrs. Amy A. (Commons) Maxwell, aged 65 years, died on Monday night at her home in Hastings of a complication of diseases. Funeral services were held on Tuesday afternoon at the Hobart Lord home, and interment was made in Union cemetery. Mrs. Maxwell's husband is dead. She is survived by a son, Lester Maxwell of Detroit, one brother, George Commons of Nanty-Glo, and three sisters, Mrs. Florence Warfield of Hastings; Mrs. Alfred Bennett, Pittsburgh, and Mrs. Harry Lehman of Washington, D. C.

WILLIAM WILKINS.

William Wilkins, aged 69 years, died on Saturday evening at his home in Spangler. He was born in Houtzdale in 1870, son of James and Annie Smith

PINE TWP. NOTES

Miss Elnora Celenza of Mentcle spent the week end in Commodore with her grandparents.

Mr. and Mrs. Link Adams and family were Sunday social callers in Clymer.

Mr. Pete Corsini and son, Ledo, of Mentcle, left early Saturday morning for Carswell, W. Va., where they have secured work. With them were Joe Wayda and Tony Landi.

Mr. and Mrs. Raymond Nagle and family of Barnesboro were social callers at the Walter McCloskey home on Sunday.

Mr. Blaine Bennett, Ted Smith and Edward Bouch, were camping in the mountains of Clinton county over the week end.

Mrs. John Mitchell of Second Street, Heilwood, died on Friday at her home. Mrs. Mitchell was born in Austria on December 25, 1885, and has lived in Heilwood for the past 25 years. Funeral services were conducted at 2 o'clock on Monday afternoon at the Mitchell home by the Rev. A. J. Pfohl, D. D., pastor of the Zion Lutheran church at Indiana. Interment was in the Greenwood cemetery at Indiana.

Mr. and Mrs. Frank Malaku of Lutzerne were recent visitors in Mentcle.

HASTINGS NEWS

Mr. and Mrs. Albert Gill and sons, Harry and Fred, and Mr. and Mrs. James Gill were Saturday motorists to Altoona.

Mr. and Mrs. Joseph Easley of Pittsburgh, spent several days at the Easley home last week.

Misses Helen Lantzy and Mary Miller and Messrs. Melvin Galagher, Adam Molino and Frances Miller, Harrisburg employees were at their homes here the past week.

Mrs. Ted Holtz and Mrs. Helene Semelsberger were callers in Barnesboro last Wednesday.

The Fire Company is sponsoring a Masquerade dance at the fire hall on Saturday evening, October 28. Worth while prizes will be awarded. The public is cordially invited to attend.

The members of the B. V. M. Sodality are holding a halow'en party in St. Bernard's hall this Thursday evening. Each member may take a friend. These parties are annual affairs and always prove successful.

Misses Jane and Grace Bechel of Nicktown were week end guests at the Lawrence Tobie Home.

Mr. John Easley of Barnesboro and Dr. Emil Sloan of Washington, D. C., were Wednesday callers at the Easley

home. Mrs. Howard Byrnes and daughter of Clearfield were callers at the Easley home on Monday of last week.

Mr. and Mrs. John Dvorchak and son visited relatives in Patton Sunday. Gerald Mancuso of Indiana Teachers' College, and guest, Bill Schlick, was here at the former's home, over the week end.

A reorganization meeting of the Girls' Bowling League was held Tuesday of this week. Quite a number were in attendance and bowling season will start in earnest next Tuesday evening. New members are always welcome. Anyone desiring to join may do so by getting in touch with Miss Kay Stitts.

NEW LOW PRICES

Joe's Cut Rate Store, Barnesboro, announces the Lowest Prices in Years on ALL HUNTING and WORK CLOTHING. Come in, look over our outstanding values. Fine Quality Merchandise at the Lowest Prices Ever Offered.

CELEBRATING OUR 80TH ANNIVERSARY 1859-1939



FOR eighty years A&P has adhered to the principle on which it was founded—the belief that fine food need not be expensive. The soundness of this policy was proven in the first little A&P Store by offering fine tea to the public with many in-between expenses eliminated, at prices far below the current prices of those days.

Still faithful to this policy, we invite you to join us this week in the celebration of OUR 80TH ANNIVERSARY. Hosts of attractive values await your visit to your nearest A&P Food Store or Super Market.

BIG VALUES that recall the "GOOD OLD DAYS"

- MACARONI DINNER, ANN PAGE 10c
6 OZ. PKG.
- MINCE MEAT SNOW DRIFT, 23c
30 OZ. JAR
- HUMKO WHITE VEG. 3 POUND 39c
SHORTENING CAN
- CORN FLAKES SUNNY- 2 8-OZ. 9c
FIELD PKGS.
- APPLE BUTTER 2 38-OZ. 27c
JARS
- KLEENEX CLEANSING TISSUE 29c
Pkg. of 500 Sheets

PRICES BELOW EFFECTIVE IN ALL A&P STORES IN VICINITY

- SUNNYFIELD FLOUR, 24-lb. 59c
Sack
- SPAGHETTI, Ann Page 3 15 3-4 oz. 17c
Prepared cans
- SANDWICH SPREAD Ann Page 2 Pint 35c
Jars
- SODA CRACKERS EXCELL 2 LB. 15c
PKG.
- CAKE FLOUR SWANSDOWN 21c
2 3-4 lb. pkg.
- NECTAR TEA ORANGE PEKOE, 23c
HALF-LB. PKG.

- IONA COCOA, 2 lb. can 15c
- PIONEER FIG BARS, N. B. C., 2 lbs. 25c
- A & P. PUMPKIN, For delicious pies, 2 large cans 15c
- COLONIAL HONEY GRAHAMS, lb. pkg. 17c
- IONA PEACHES, in heavy syrup, 2 large cans 25c
- WALDORF TOILET TISSUE, 4 rolls 15c

Flavor-sealed!

COFFEE FLAVOR is sealed in the coffee bean. We don't grind the beans till the moment you buy, so you get fresher, finer flavor!

3 LB. BAG 39c

Red Circle, 3 lb bag, 45c. Bokar, 2 lbs. 35c

- California SEEDLESS RAISINS, 2 lbs 15c
- Ann Page PEANUT BUTTER, 2 lb jar 29c
- Crisp COLONIAL TOASTS, lb. pk 18c
- Ann Page Pure PRESERVES, 2 lb jar 25c
- "Tender Cooked" Ann Page BEANS, 4lb cans 23c
- Michigan PEAS BEANS, 2 lbs. 9c
- Iona Tomato Juice, 3 24-oz. cans 25c
- Strike Anywhere A & P MATCHES, 2 boxes 7c
- Insecticide GULF SPRAY, Pint can 21c
- Seminole TOILET TISSUE, 3 rolls 19c
- A-Penn WINDOW CLEANER, Btl. 10c
- Popular Brands, Plus Tax CIGARETTES, 2 pkgs. 23c



- FRUITS AND VEGETABLES
- APPLES Fancy Me- 6 LBS 19c
Intosh
 - ORANGES Florida 2 DOZ. 35c
220's-252's
 - CALIF. CARROTS, Bunch 7c
 - YELLOW ONIONS, 10 lb. bag 18c
 - EMPEROR GRAPES, 3 lbs. 17c
 - PASCAL CELERY, 2 stalks 21c
 - PENNA. POTATOES, Blue Label, 15 lb. bag 29c
 - SWEET POTATOES, 8 lbs. 19c
 - CAULIFLOWER HEAD 10c
 - GRAPE FRUIT FLA. 34's-64's 4 For 19c

FRESH JANE PARKER DONUTS 2 DOZEN FOR 19c

ANNIVERSARY LAYER CAKE White with chocolate and Nut Icing, 29c

FRESH DAILY—A & P BREAD 2 LOAVES FOR 15c

PURE OR KETTLE RENDERED LARD, 2 lbs. 17c

SUPER A&P MARKET

SELF SERVICE

Owned & Operated by the Great Atlantic & Pacific Tea Co.

450 Magee Ave.; Patton, Penna.