

Shop A and P and travel

Herald Special
With the increasing costs of family vacation travel, A and P of Canada Limited in conjunction with the World Travel Service office of the Trans-Canada Automobile League, has inaugurated an exclusive and innovative new service designed to save families up to \$500 or more on vacation travel.

E.C. Mossop, A and P vice president and director of merchandising, explained the new service as maximizing vacation dollars by dramatically cutting the family food bill. "Simply stated," he said, "TCA-World Travel Service refunds families up to \$500 or more in A and P gift certificates, depending on the total cost of the vacation package booked through their service. For example, if a couple were to book a two-week ITC holiday for two to Hawaii at a total cost of \$1400 per person, they would receive \$140 in A and P gift certificates good in any of our stores."

Mr. Mossop is quick to point out that the supermarket chain is not going into the travel agency business but rather redeems gift certificates offered by TCA-World Travel Service.

"TCA even offers A and P gift certificates in addition to any discounted priced tour advertised by any tour operator," Mr. Mossop added. "Provided of course, the vacation package is booked through their offices."

Mr. Mossop suggests that shoppers check the travel pages of their local newspaper to find the best travel bargains and determine where they wish to spend their vacation. Then, when the destination and price are decided, A and P shoppers can book the exact vacation package they see offered in their newspaper through TCA-World Travel Service and receive A and P gift certificates as a further discount to the advertised price, regardless of how much the price has been discounted by the tour operator.

The World Travel Service of the Trans-Canada Automobile League protects family vacationers by regularly checking and evaluating holiday packages, tour operators, hotels, airlines and cruise lines for quality, expertise and value, Mr. Mossop said.

"Basically, they know all the tour operators and all the best travel deals available. That certainly qualifies them to give advice to families planning a vacation. After all, they have their finger on the pulse of the travel industry with the traveller's welfare foremost in mind."

In addition to offering holiday packages from any of the top tour operators, cruise lines, bus or railway package tours, the TCA-World Travel Service also offers customers a substantial 30-per cent discount on Hertz car rentals on most vacations booked through their offices. They also supply complete information, brochures and booklets on any destination.

For vacationers planning a motor holiday, A and P offers a map service and a complete North American road atlas absolutely free to shoppers upon request.

Mr. Mossop said he is convinced that TCA-World Travel Service will not only save A and P shoppers money on their vacation plans but will also provide a needed service to many communities across Ontario.

"Good service at a good price."

That's homeowners insurance the State Farm way."



ROBERT TAIT INSURANCE AGENCY LTD.
174 Guelph Street
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877-4814
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Like a good neighbour, State Farm is there.



YOU'LL DO BETTER AT A&P

We reserve the right to limit quantities to normal family requirements

A&P

Prices effective thru Saturday, August 15th, 1981
We redeem all Food Store Coupons

Here's your chance to ring up BIG SAVINGS in every department with our ...

\$4.99

YOU'LL DO BETTER AT A&P

SAVE 1.20 1.49 Days Sale

Instant **NESCAFE COFFEE**
10-oz jar

549

(Our Regular Price 6.69)

SUPER BUY! 1.49 Days Sale

Sun Squeeze, Frozen, Concentrated **ORANGE JUICE**
12.5 fl-oz tin

2149

for

SUPER BUY! 1.49 Days Sale

A&P, Sliced **WHITE BREAD**
16-oz loaf

4149

for

(Our Regular Price 45c loaf)

WITH COUPONS BELOW ONLY

Partly Skimmed **FRESH 2% MILK**
3 quart bag

149

Instant Coffee **DECAFFEINATED NESCAFE**
8-oz jar

549

Jane Parker, Sliced Protein Bread 16-oz loaf or Stonemill Farms, Sliced **BRAN BREAD**
24-oz loaf

2 for 149

Parchment Wrapped **CHEFMASTER MARGARINE**
3 lbs

149

*Swiss Style **GAY LEA YOGOURT**
sleeve pack of six, 125 g tubs

149

SAVE 46¢

Assorted Varieties Including Chocolate Chip & Shortcake **DAD'S COOKIES**
397 g tin tie bag

149

(Our Regular Price up to 1.95)

1.49 Days Sale

SUPER BUY!

Sun Squeeze, Concentrated, Pink or White **FROZEN LEMONADE**
6.25 fl-oz tin

7 for 149

1.49 Days Sale

SAVE 50¢

Orange Pekoe **TETLEY TEA BAGS**
pkg of 144

349

(Our Regular Price 3.99)

1.49 Days Sale

SUPER BUY!

Festival, Assorted Flavours **ICE CREAM**
2 litre carton

149

Compare to our regular price on Chateau at 1.99

1.49 Days Sale

You'll do better with **BAKED GOODS from A&P!**

Jane Parker, Hamburg Buns or **WIENER ROLLS**
pkg of 8

3 for 149

(Our Reg. Price 77c pkg) Buy 3 Pkgs — SAVE 82c

1.49 Days Sale

You'll do better with **HEALTH & BEAUTY AIDS AND GENERAL MERCHANDISE from A&P**

Catch All Plastic **GARBAGE BAGS**
pkg of 10

2 for 149

1.49 Days Sale

You'll do better with **FROZEN FOODS from A&P!**

(Our Regular Price 1.89) Fancy, Assorted Cuts **MCCAIN FROZEN FRENCH FRIES**
3.5-lb pkg

149

SAVE 40c

Canada No. 1 Grade, Product of California **Sweet Juicy RED PLUMS**
3 lbs

149

Canada No. 1 Grade, Product of Ontario **Snow White CAULIFLOWER**
2 for

149

Canada No. 1 Grade, Product of Ontario, July **SWEET PEACHES**
2 lbs

149

CANADA NO. 1 GRADE, PRODUCT OF ONTARIO, TENDER, GOLDEN, HYDRO-COOLED, FRESH, SWEET **Corn-on-the-Cob**
12 for

1.49

CANADA NO. 1 GRADE, PRODUCT OF CALIFORNIA, VINE RIPE, JUMBO **Cantaloupe**
each

1.49

CANADA FANCY, PRODUCT OF U.S.A. **Rome Apples**
3-lb bag

1.49

PRODUCT OF SOUTH AFRICA, WHITE **Grapefruit**
4 for

1.49

CANADA NO. 1 GRADE, PRODUCT OF ONTARIO, FIRM, RIPE, STAKED **Tomatoes**
2 lbs

1.49

MIX & MATCH — CANADA NO. 1 GRADE, PRODUCT OF ONTARIO, SWEET GREEN PEPPERS OR PRODUCT OF MEXICO **Cucumbers**
6 for

1.49

PRODUCT OF ONTARIO, FOR SALADS & CHINESE DISHES, FRESH **Fresh Mangos**
2 for

1.49

MIX & MATCH — PRODUCT OF ONTARIO, ROMAINE LETTUCE, GREEN ONIONS OR BUNCH **Bean Sprouts**
3 lbs

1.49

GOLDEN RIPE, PRODUCT OF CENTRAL AMERICA **Radishes**
5 for

1.49

CANADA FANCY, PROD. OF SOUTH AFRICA, CRISP & SWEET **Apples** Granny Smith
4-lb bag

79¢

PRODUCT OF CALIFORNIA, SWEET, JUICY, VALENCIA **Sunkist Oranges**
each

1.89

PRODUCT OF U.S.A., SWEET, JUICY, RIPE, WHOLE **Watermelon**
each

2.99

PRODUCT OF CALIFORNIA, TENDER, GREEN, DELICIOUS RAW OR COOKED **Fresh Broccoli**
bunch

99¢

ASSORTED COLOURS **Reiger Begonias**
4-INCH POT

1.49

1.49 Days Sale

Partly Skimmed, Fresh **2% MILK**
3 quart bag

1.49

Limit one per family purchase
Valid until August 15th, 1981 A&P # 630

1.49 Days Sale

Partly Skimmed, Fresh **2% MILK**
3 quart bag

1.49

Limit one per family purchase
Valid until August 15th, 1981 A&P # 633

Daytime pkg of 30 or Extra Absorbent pkg of 24 **PAMPERS DIAPERS**
pkg

349

SAVE up to 40c
(Our Regular Price up to 3.89)

Regular or Winterfresh Flavours **COLGATE TOOTHPASTE**
50 ml tube

2 for 149

Buy 2, SAVE 69c
(Our Regular Price 1.09 each)

SYLVANIA **LIGHT BULBS**
Pack of 4

149

YOU'LL DO BETTER AT A&P

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