

# Isn't America A Wonderful Country!

All over the world today there are people teaching bitterness and hate.

Here in America we have learned to live together in friendship.

For us here at A&P, it has been a wonderful and thrilling experience to get from those with whom we compete day after day such astounding evidence of friendship and respect.

The things that have happened since the anti-trust lawyers from Washington brought suit to destroy A&P have amazed us.

While we sincerely believed that we had earned the friendship of millions of consumers for whom we have provided better food at lower prices, and the friendship of millions of farm families for whom we have provided a better market for their produce, we were not prepared for the avalanche of offers of support.

But most of all, we have to confess that we had underestimated

the fine sportsmanship of many of our competitors all over the country.

Can anyone believe that these competitors would rush to our defense if, as the anti-trust lawyers allege, we had been trying to put them out of business?

We and they have fought hard for business.

There are nearly 350,000 individual grocers competing with us. They have a larger share of the nation's grocery business today than they had ten years ago or twenty years ago.

Many of them do as good a job as we do, and they make it plenty tough for us.

Now, day after day, these same competitors are letting us know that they are in our corner.

All we can say is, thank you from the bottom of our hearts.

*Isn't America A Wonderful Country!*

## Who hollered for Uncle?

Who wants him to break up A&P?

**COULD IT BE INDEPENDENT GROCERS?** Doesn't seem likely. In ten years America's independent storekeepers almost tripled their business. In 1938 they did just under 5 1/2 billion dollars worth of food business. Last year the independent storekeepers handled over 15 billion dollars worth of food.

**WHOLESALE GROCERS?** Hardly. For many of them are directly or indirectly engaged in or supporting some form of voluntary or cooperative chain to match chain economies.

**THE EMPLOYEES?** That would be funny - except that some folks probably believe it. Actually, less than 25 years ago many food chain stores could have paid all expenses - rent, heat, light, wages, etc. - out of the money a store manager alone gets paid now. And the store manager of 25 years ago would have been happy to get what a clerk gets today.

**PRODUCERS?** Well, take farmers. Certainly part of their prosperity must be attributed to the markets that big chains create for them. The big chains buy the entire pack of many a cannery. Those canneries pack the farmers' crops. What would the farmer do with his highly perishable crop if the food chains were eliminated as big volume buyers?

**COMPETING CHAINS, MAYBE?** No. Practically every chain in the grocery business had more sales last year than the year before. One chain that we know a lot about increased its food business 21% last year and is up 19% in the first eight months of this year.

**THEN IT CERTAINLY MUST BE THE PEOPLE!** Like fun. If the people hated food chain stores, would they have spent 9 1/4 billion dollars in them last year? Folks like the low prices and high standards of chains - and the better the chains are run, the better folks like them.

**Does This Sound as Though We Need Help?** Thorofare Super Markets came into existence 10 years ago. The food chains Thorofare replaced were doing about three million dollars worth of business a year. Housewives liked our policies well enough to boost their purchases in our 90 stores to about 30 million dollars a year.

We call that a vote of confidence. And we're going to keep right on proving that as long as we stick to good brands and better-than-average selections at rock-bottom prices, we can compete with anybody in the business. And keep right on growing, too!

★ ★ ★  
We don't believe any chain will be punished for being efficient, or for pleasing housewives so well that it is forced to grow.

We, too, believe that it is a storekeeper's duty to bring the public the best food at the lowest possible prices, and hope to see the chain store way of doing business vindicated.

And as long as the producers, the employees, the customers, the wholesale grocers, the independents and the competing chains thrive so well, we will continue to think it's a good way to do business.



## We Don't Want the A&P Put Out of Business

The owner of the undersigned store is an independent merchant in this community. We run our own store, set our own prices, maintain our own policy.

We consider the Great Atlantic & Pacific Tea Co. as a chain store. Because they are a chain they give us stiff competition.

The competition offered by the A&P keeps us on our toes.

The Department of Justice has brought a suit against the A&P claiming that the A&P is a monopoly.

Whether it is or not we are in no position to judge.

What we do know is that the A&P doesn't do all of the grocery business in this area. We are here and ready to serve local customers.

**WE DON'T WANT TO SEE THE A&P PUT OUT OF BUSINESS.**

The A&P is keeping food prices down. We in turn keep our prices down; and that helps us to sell more goods.

**KUGLER'S SUPER - FOOD MARKET PHILADELPHIA, PA.**

## We Agree With A&P

Yes, we want our A&P competitors to stay in business on their present scale because we know what it would mean to the American people without them.

We are only one store and are striving to serve our community with good food at low prices, but the A&P is a nationwide organization serving the American people everywhere with good food at low prices.

Destroying the A&P would mean eliminating competition nationally in the food field which every poor man knows consumes the major portion of his salary.

We congratulate the A&P for a job well done. Keep up the fight.

We welcome any fair competition which helps us bring lower food prices to the consumer.

**SCHWEGMANN BROTHERS GIANT SUPER MARKET 2222 St. Claude Avenue New Orleans**

## I Welcome A&P Competition BECAUSE

• • • • like myself, many hundreds of independent grocers got their start with the TEA COMPANY.

• • • • The great A&P is not detrimental to the progress of the grocery business. On the contrary, A&P has always been beneficial to any open-minded businessman who believes in FREE ENTERPRISE. Founded on the principle of FAIR PLAY and FAIR PRICES, A&P developed from a humble start to its present commanding position in the field of retail merchandising.

• • • • My experience as a former employee of the TEA COMPANY has served me well. I attribute my success to the ideas and methods tried, tested and proven by the A&P stores—at a great cost.

• • • • A&P upholds the rights and privileges of a good worker. I know this from personal experience. A&P is ever on the lookout to promote sincere and ambitious employees to trustworthy and important positions and has never crossed the efforts of any employee to enter into business for himself. A&P helped me to start in business... IS THAT AN ACT OF A COMPANY MONOPOLIZING THE GROCERY BUSINESS? NO!

**A&P taught me to serve the public BETTER—MORE ECONOMICAL and MORE EFFICIENT, thanks to the start given me by B. F. VINSON.**

• • • • During the depression of the thirties, A&P paid higher wages than any other chain. A&P has striven to keep up the standard of living in this country. I shudder to think what would happen to its 110,000 employees if it was forced out of business.

• • • • I am not afraid of A&P competition—I welcome it. It's democratic—it's the American Way.

*Paul Simpson*

**SIMPSON'S SUPER MARKETS 765 Moreland Ave., S. E. 590 McDonough Blvd., S. E. Atlanta, Georgia**

\*Mr. Simpson was named "Grocer of the Year for 1948" by the National Retailer Owner Grocers' Association.

## A COMPETITOR'S OPINION of The Great Atlantic & Pacific Tea Co.

The self-styled "trust busters" of the government recently made headlines as a result of a move to destroy the A&P.

Frankly, we don't like it. A&P is charged with having control of SOME of the production and processing ends of the food business. As a result, they can offer foods at low prices.

So What... And if monopoly of the food business is charged, that sure hands us a laff. We... at P.P.M. are growing like wildfire. Seems like we're able to sell better foods at better prices.

Your increasing patronage of our stores is positive proof that A&P has no monopoly on the food business. Let's get down to good old American horse sense. A&P is doing a good job of serving the people of this country. They're no bogey men. We are for them 100% in this controversy.



**William F. Britton, Pres.**

**PROVIDENCE PUBLIC MARKETS PROVIDENCE, RHODE ISLAND**

## The Anti-Trust Suit Against The Atlantic & Pacific Tea Co.

This suit is another threat against our great American system of free enterprise. The A&P Co. has always been clean, above board competition and any successful independent merchant, if he is honest, will admit that they have taught him a great many things regarding merchandising, reducing overhead, better buying, etc., thus lowering food costs for the great American Public.

**QUALITY GROCERY MARKET**

*The Home of Good Things to Eat*  
PHONE 173 AND 174 H.T. VAN NATTA R.O. VAN NATTA

QUALITY SINCE 1917

WATSEKA, ILLINOIS

**THE GREAT ATLANTIC &**



**PACIFIC TEA COMPANY**