

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.

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Social Briefs

Couple United at Informal Ceremony

Mrs. James W. Wherry of Sheridan, Wyo., announced the marriage of her daughter, Janet Wherry Martin to Earl Alexander Maxwell on Friday, Nov. 4 at 5:00 o'clock. The informal ceremony, witnessed by members of the family, was held in the Lahser road residence of Mr. Maxwell. Afterwards, assisted by Mrs. Clyde L. Hagerman, the couple entertained 175 friends at cocktails in the Bloomfield Open Hunt Club. Mrs. Wherry and another daughter, Mrs. Raymond E. Peterson of Laramie, Wyo., were here for the nuptials. Mr. and Mrs. Maxwell will reside at 5605 Lahser.

Mrs. Howard Farrell of Arcadia, Calif., was the houseguest of Mrs. John Lander of Wing Lake for several days last week. Mr. and Mrs. James R. Ewing were honored recently by a group of friends who invaded the Ewing home on Glenhurst road. The present were Mr. and Mrs. Stan Post-lock supper party at a housewarming present. Among those present were Mr. and Mrs. Sam Adams, Mr. and Mrs. Sam Heminger, Mr. and Mrs. Howard Love, Mr. and Mrs. Richard Cooker, Mr. and Mrs. Emmett Swahl, Mr. and Mrs. Arthur Fureson and Dr. and Mrs. Dwight Ensign.

COMMUNITY HOUSE CALENDAR

Thursday, Nov. 10
2:00 p.m.—Musical Meeting and Tea
6:00 p.m.—7:30 p.m.—Family Dinner
6:30 p.m.—Sopranoist Club Dinner
7:00-8:30 p.m.—Holy Name Advanced Dance Class
8:00 p.m.—Gamm a Phi Beta Meeting
8:00-10:00 p.m.—Water Color Class
8:00-10:00 p.m.—Painting Class
8:00-11:00 p.m.—The Ranchers (21-25 Club) St. E. Fry; Meet at Community House at 8:30 to go to Fols Lake on Southfield
Friday, Nov. 11
9:30 a.m.—Children's Theatre Practice
10:00 a.m.—5:00 p.m.—Junior Department Woman's Club Banquet and Bridge Tea
7:00 p.m.—Dental Health Council
9:00 p.m.—Quadrille Club Party
7:30-12:00 a.m.—Ranch Room—Movie "Dallons Ride Again" 8:00-11:00
Saturday, Nov. 12
9:30-10:30 a.m.—Girl Scout Choir
9:30 p.m.—Greenfield Beverly Hills Dinner
7:30-12:00 p.m.—Ranch Room—Square Dance at 9:00 p.m. Mr. Irwin White will be here to call.
Sunday, Nov. 13
10:00 a.m.—10:00 p.m.—Stamp Club Exhibit
Monday, Nov. 14
9:30 a.m.—Children's Theatre Practice
Noon—Rotary Luncheon
12:00-1:00 p.m.—Dental Health Council
1:30-3:00 p.m.—Slip Covering Class
3:30-5:00 p.m.—Bridal Class
3:45 p.m.—Girl Scouts
6:45 p.m.—Girl Scout Troop—5th Grade H-12 Dinner
8:00 p.m.—Junior Chamber of Commerce Party
8:00 p.m.—Community House Board Meeting
8:00-10:00 p.m.—Bridal Class
Tuesday, Nov. 15
10:00 a.m.—International Relations Class
10:00 a.m.—Planned Parenthood Noon—Exchange Luncheon
3:30-5:00 p.m.—Brownie Troop
6:30 p.m.—Torch Club Dinner
6:30 p.m.—Kiwans Dinner
7:00-9:00 p.m.—Social Dance
Wednesday, Nov. 16
7:30 p.m.—Dance Committee
7:30-10:00 p.m.—Clothing Class
8:00-11:00 p.m.—Ranchers (21-25 Club)
8:00 p.m.—Senior Activities
8:00 p.m.—Pythian Sisters
Thursday, Nov. 17
12:30 p.m.—Newcomers Luncheon

This Saturday evening, a group of localities are planning to attend a square dance at the Highland Park Y.M.C.A. Included in the dancing in are Mr. and Mrs. Richard B. Sneed, Mr. and Mrs. Paul Carter, Mr. and Mrs. Herbert Boothby and Mr. and Mrs. Jay Calvert. Among the many who were planning to attend the Goodwill Industries antique show in Detroit this weekend were Mrs. Frank S. Spohr of Henrietta street.

This past Monday, Tuesday and Wednesday, Mrs. T. W. Eustis and Miss C. Carol Nussey attended an American Red Cross meeting in St. Louis. After the Red Cross meeting, Mrs. Eustis left for Chicago to attend a Smith College Reunion.

Mrs. B. D. Hathaway of Royal Oak was hostess at a new twist in baby showers which was held recently for Mrs. W. J. Peas, Sr. Mrs. Prior, who has just become a grandmother for the first time (her son and his wife being the parents of a girl in Anchorage, Alaska) was honored at a surprise "grandmother" baby shower last week. All the guests were presented with bibs as favors and Mrs. Prior received many gifts which she is sending to the new baby. Houseguests of Mrs. Torrey Shillcutt of Beach road this past weekend were Mr. and Mrs. Edward Burke of Glenview, Ill.

Mr. and Mrs. Walter L. Fry have recently moved from their home on Vaughan road to another residence on Henrietta street. This Sunday morning, Mr. and Mrs. Edwin A. Tomson of Linden road will be hosts at a breakfast in the Bloomfield Hills Country Club.

Mr. and Mrs. F. Earle Steels of Madison avenue, just up to Crystal Lake near Frankfort, Mich., this past weekend to attend a niece's wedding.



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MONEY IS EASY TO GET FOR HOME IMPROVEMENTS

We take a friendly interest in the man who seeks financial aid for remodeling or adding to his own dwelling—be it mansion or bungalow. If you plan to improve the house you live in, you'll find us eager to help you with the necessary cash—which you can take as long as three years to repay.

WABEEK STATE BANK OF DETROIT

BIRMINGHAM OFFICE—WABEEK BUILDING

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 \$1 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 all money a store manager alone gets paid now. And the money a store manager alone gets paid now. And the money a store manager alone gets paid now.

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 canner. 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 of had 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 1/2 billion dollars in them last year? Folks like the low prices and high standards of choice—and the better the chains are run, the better folks like them.

Does This Sound as Though We Need Help? Thorolore Super Markets came into existence 10 years ago. The food chains Thorolore 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.



Thorolore SUPER MARKETS
PITTSBURGH, PA.

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

The owner of the undersized store is mainly. 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 Department of Justice has brought a suit against the A&P claiming that the A&P is a monopoly. Whether it or not we are in no position to do all of the grocery business in this area. We are here and ready to serve our 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.



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—a great asset.
- • • A&P upheld 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 ECONOMIC and MORE EFFICIENT, thanks to the start given me by B. F. VINSON.

• • • During the depression of the thirties, A&P paid big 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 119,000 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.—580 McDonough Blvd., S. E.
Atlanta, Georgia

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

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 the A&P. 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.

CHWEGMANN BROTHERS
GIANT SUPER MARKET
2222 St. Claude Avenue
New Orleans

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

The self-styled "trust busters" of the government recently made head- lines 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 food 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 in 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

HARRY DUBES
D & B Food Mart
Dukakis 1-910

MARKET
CRAMER'S SUPER MARKET
710 ATLANTIC AVENUE
Springfield, Mass.

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!"
PHONES 173 174
H. T. VAN NATTA R. O. VAN NATTA
WATSEKA, ILLINOIS

THE GREAT ATLANTIC & PACIFIC TEA COMPANY

