




# Why Do They Want to Put A\&P Out of Business? 

The answer is to be found in the formal complaint "they" have filed with the court. By "they" we mean, of course, the antj-trust lawyers from Washington who are out to destroy A\&P.
They say . . . and these are the anti-trust lawyers' nwn words . . . that we "hava regularly undersold competing rotailars."

## To this charge we plead guilty:

We confess that for the past 90 years we have constantly stepped up the efficiency of our operations in order to give our customers more and more good food for their money.

The American people hiave acen nothing wrong in this. By their ever-increasing patronago for 90 yoars they have shown that they like this low-price policy.
Apparently the people still see nothing wrong in this tedhay. All during the pnet week - since the antitruat lawyera made thrir charges - we have been deliged with phone calls and letters from man and women in all walks of life who want us to know they are opposed to this effort to put A\&P out of businces.
An enormous number of cuatomera nee telling our store managers and clerks that they want to continue to enjoy our low prices for quality food.
Farmers and other suppliers are asking what thioy can do to proserve thin officiant mutlat for thẹir producte.
Our 110,000 empluyecs are asking ta to prolect their jobs and pellusions.
Labor leadors are wiring us their opposition to this threat to labor's living alandarth.
If all theac people will be hurt, why then dn the anti-trual lawyers want to put A\&P out of buninese?

## Low Prices Dgn't Hurt Anyone

The anti-trust lawyers say because we are able to sell food cheaper than other grocers, we make it impossible for those grocers to compete with us.
If this were true, we should havo all the food businese in the United Stiateo by thio time.
Just the opposite is true. In 1933 we had 11.6 per cent of the nation's food buainess. Now, according to the anti-trust lawyers, our share has decreased to 6.4 per cent in 1948. Anyone can see we have nothing even approaching a monopoly.
As a matter of fact, there are about 30,000 more individual grocers in buainees today than there were ten years ago.
There are about 275 more food chains in business today than there were ten yours ago.
In otior wois, we liy ye more competitors in the food fiold and Lo a cmali. Citio of tho ration's food buainess thm before. Whive is Cis alluad dentruction of other grocora? Where to Hin suy whimeo of thin imbility to competo with ua?

## Do You Want Higher Prices?

As anyone can see, the only purpose that would be served by putting A\&P'out of business would be to raise food prices.

Who would this benefit?
We were the first merchants to set the pattern for lowpcost, lowprofit distribution. Our example and our competition has led othor grocers to keep their prices down.
Remove A\&P from the picture and food prices are bound to go up.
Remove A\&P from the picture and the way will be cleared for the destruction of every other efficient large-scale distributor.
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