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Socal And Personal Activities


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Brooklyn In Form For Big Battle With St. Louis In Three-Game Series Ry witit ginmsky







 Today \& Wed. !


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## Savannah And Maco

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Wake Forest Seen As Potential
Southent Conference Champions
TUESDAT SHTT, 25 Tay

what's your SPORTS pleasure?

## FISHING?



TENNIS?

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Parhms Matuooi

# Do You Want Your A\&P Put Out Of Business? 

Last Thurgday in Now York, the anti-trust lawyers from Wachington filed a suit to put A\&P out of buvinees.
They asked the court to order us to get rid of most of our stores and aloo the manufacturing facilities which supply you with A\&P coffee, Ann Page producte, Jane Parker baked goode, and other quality items we produce.
This would mean higher food prices for you. It would mean lese food on every dinner table and fower dollars in every pay envelope.
It would mean the end of A\&P as you know it.
This poses a basic question for the American people: Do they want to continue to enjoy lower prices and better living? Or do they want to break up A\&P and pay higher prices, and have lower living standardo?
What do you want?

## Why Destroy A\&P?

Thios suit was brought under the anti-trust lawe. These are good lawa. They were peeed about fifty years ago to provent any company, or any group of companies, from getting a monopoly in a field and then raising prices to the public.
A\&P heo mever done any of these thingo.
Netocty tee over achown that we have anything even approaching a moosopoly
 Noboly hee aver aleld we charged too high pricees - just the oppoitce. This
Whelo attack riees oun of the fact that wo sell good food too choap. We would whelo attack risee oul of the fact that wo sell good food too choap. Wo would sot have hed any of thin trouble
Nobody hee evoer seaid that our profit rate was too high. During the past five yoars our nef profth, after taxes, has averaged about 11/5c on every dollee ore then almos any other buineos you can think of. The American people have shown that they like our low-price policy by comint peoplo, by their patronage, have made it big.
Obvicualy, it is the theory of the anti-truat lawyers that the people have no right to petronize a company, if their patronage will make that company grow; and that any, blg buaineso must be destroyed simply because it is big, and even if the public gets hurt in the procees.

## Do You Want Higher Prices?

Piture to much more involved in this case than the future of A\&P. The entire Aimerican syatem of efficient, low-coot, low-profit diatribution which we pioneered, will face dreruction and the public will suffer.
AMP was the first chala ctere in this counitry. For more than ninoty yeare wo have rivel to build a cound Lruisiees on the oimple formula the founder save wo "Cive the people the man seod food you can for their money." Year after your "ren on the aviege can to the cemerne an tie form of lower prices.
 peritio down.
In the old daye before A\&P, food that coat the grocer $30 \%$, ofion sold as high a $\$ 1.00$ at retail.
Tedy, food that ecote the crecer $50 \$$ generally sello to the public at loee than $60 \%$. The methode we plonked have been adopted not only by other grocere, but by marchants in other Hew. There are today literally huncrado of chia atore, velvinfars croupe and fotivitual merchante operating with the oume methode til theth came pation hive under attack.
If tid cattanat hwyon coocod in destroying A\&P, the wily will bo clear for dot invietion of oveis ether cricieaj largecilo dibertivior.

## Who Will Be Hurt?

There has never been any question in our mind that it is good buadiove ging good citizenahip to soll good food as cheaply as poovible. Ao Fortune Mirenne coid about A\&P some time ago, "It io firmly attached to the one grat prinotrish the selling of more for lese - that has made the doest bloom and the anion wax great."

We denesroly bollove that we have holped the American peoplo ase bevice ciel
We bellove the the humdredo of thomende of teresad menvecter of
 have of theres producte.
Wo know that our 110,000 loysl employen entoy taday, se they etracig heom
 inge in the rovall food indubtryis and that thoee meen and women-have focind A\&P good opporturition for scocurity mad progreve.
 alorex, the haulores whe opperate oner trucke, the peoph
Obvibuoly, all thices people will suffer if this company is put out of buaindes.

## What Shall We Do?

We adait that the interests of the ownore of A\&P are of litile importinisk Fitinty, thiey could make an enormoue amount of mosey by breaking up Ation ae the catitrivet lawyere wioh, and colling of the parto.
But io thio what the American people wanty Do thoy agree with the antiantion lewyere that our food prices are too low, and that we atould be put out of tix Whture so otitier eirocere can charge more?

Let we corlovaly doubt that this bo the cove. Twalve yoare yoe, at city whed to our support. They and other chain otoree out of buiked our quality foode and our low priceen Ah a remule of their oppoition, the tes woo defeated.
Now wo aro feced witti thit now atteck throwh the courth. Wo are focid witl tho hoevs cote and all the trouble that hwoultes iavolve.






