

THE AVON PARK SUN

(A JOHN H. MALOY PUBLICATION)
Established 1918, at Avon Park, Florida

Published Fridays at Avon Park, Florida

OFFICE: 9-31 Training Telephone 34
Entered as Second Class Mail in the Post Office at Avon Park, Fla.
March 7, 1949 Managing Editor
\$100 PER YEAR IN ADVANCE — OUTSIDE COUNTY \$125

Winter Guests Club News

By Virginia C. Hill

The first meeting of the stich and chat club was held Wednesday afternoon on the veranda of the club house. Quite a number of ladies were present. Mr. George Anderson was elected chairman for the year. Some interesting news was given. The usual activities is being planned for the coming year.

Mr. and Mrs. R. L. Maxon left for Miami Thursday morning for a week's vacation. They will be spending Thanksgiving, and the weekend with Mrs. Maxon's sister, Mrs. A. C. Rhoads.

Mr. and Mrs. Jervis Smith entertained Mr. and Mrs. Arthur M. Curren of Winter Haven and Buffalo, N. Y. for Thanksgiving and the weekend.

Thanksgiving dawned bright and warm. A host of Winter Guests began the day by attending an impressive service at the Congregational Church. From there they strolled about in the glorious sun or called upon their friends. At one o'clock a very festive lunch was served at the club house. The afternoon was spent in the garden. The first local shuffleboard tournament was played off on Wednesday 24th. The contestants, the Blacks and the Reds, were rather evenly matched but the Reds finally came off the victors. These winners compete with the visiting winners at Seaside on Wednesday P. M., Dec. 25th. Mr. and Mrs. W. A. Best will be in charge of all local games.

Mr. Edward Hammond, in charge of all shuffleboard tournaments, reports that the 1949 Annual Full-house Doubles tournament will be held at the Congregational Club on Saturday and Sunday, December 24th and 25th.

Mr. and Mrs. Ira McClarren recently visited Mrs. Sylvia Book. Mrs. Book, however, did not see them. Mrs. Book is now in the hospital.

Saturday evening a goodly number gathered at the club house to enjoy the movie "On the Air", the dramatic history of the success of the lives of the famous Dringlers. Mrs. Dringler very graciously commented upon the machine. We are most indebted to the kindly cooperation of the members of the Avon Park High School faculty. The third movie is entitled "Where Across Africa", a travelogue.

New members registering this week were: From Vermont, Mr. and Mrs. Roy C. Bitterly; From Minnesota, Mr. and Mrs. R. C. Lightfoot; From New York, Mrs. Jennie Vail; Mr. Kirk W. Thompson; From Connecticut, Mr. and Mrs. Beach; From Ohio, Mr. A. J. Smolk; Mrs. Inez Heston; Mr. and Mrs. DuPont Peters; From Illinois, Mr. and Mrs. T. J. Donahue; From New Hampshire, Mr. Walter J. Bourdon and from Canada, Mr. George W. Dineen.

Pedestrian Protection
Clear Vision is Important

UNTIL THIS IS STANDARD EQUIPMENT

WINDOWS WITH AUTOMATIC WIPERS FOR UMBRELLAS MAY BE THE COMING THING, but until they are, remember this: You wouldn't walk out into a fast stream of traffic with your eyes closed, so why blind yourself with your umbrellas? Keep your head and umbrellas high over your eyes open in traffic; help yourself protect your future.

—AAA Safety Features

AVON PARK SERMONETTE

THE QUESTION ALL MUST ANSWER

By Mrs. Collins
What then shall I do with Jesus which is called Christ? This is not merely Phil's question but one that all accountable souls must answer. When we look about us at the indifference of people to the heart of a man made to give every one must do something with Jesus.

Because God in love has placed Jesus before us. We have a complete picture of him in God's promised word, then as an intelligent being, God has given us the power to decide for or against Jesus.

There are but two things we can do with Jesus, accept or reject him. We may hesitate or try to shirk our responsibility, even as Pilate did. Washing hands with water or turning away doesn't alter the fact, he is still before us.

No excuse will justify us—its Christ or Chaos or simply Christ or torment, turn or burn. Our excuses are just as weak as the ones who rejected the great sinner.

Matt. 14:17.
Pilate was a moral coward, but couldn't confess, friend neither can you.
Rom. 1:20. For the invisible things of him from the creation of the world are clearly seen, being understood by the things that are made, even his eternal power and Godhead, so that they are without excuse.
And they all began to make excuses. Matt. 14:18.

Friend what will your answer be to the question? What then shall I do with Jesus?
To accept him here and now means life everlasting. He that believes on the Son hath eternal life. John 3:36. Also whoever therefore shall confess me before men, him will I confess also before my Father which is in Heaven. Shall it be now as a Savior, or Come as Judge. Phil. 2:10-11. Every knee is going to bow to Jesus.

POWELL'S FISH MARKET
Seafoods of All Kinds
FRESH DRESSED
POULTRY
While You Wait
PHONE 364

Our **Alida** the right kind of lingerie

gowns... lovely as a dream

Shine this a star of light in our Alida gown of cream and blue. Way in with... way-out with... bodies of Alida-type lace makes a breath-taking play. Buy one in White, Blue, Navy or Black... and be a shining star. Size 32 to 38.
EXPOSURE IN OTHER CITIES... \$5.95
Marisusan Shoppe
The Home of Good Nationally Advertised Brands.

CHRISTMAS CARD POSTAGE

Don't try to mail your Christmas cards this year with 1¢ stamps. Postmaster D. G. Perry warned today.
By way of explanation he pointed out that the postage rate on unsealed greeting cards, which, until last year, was 1¢, was raised to 2 cents last January. So don't try to mail this year's Christmas cards with 1¢ stamps. All sorts of embarrassing things may happen—

Your mail carrier may return the cards to you stamped, "Insufficient Postage."

Or they may be held until the advance supplies the additional postage required by the new law before the mysterious envelope which turns out to be your "Merry Christmas" wish may be delivered to him.

Or your cards may be shunted into the Dead Letter Office, if they're deposited at the post office in the Christmas mailing rush and they bear no return address.
To preserve your cherished Christmas cards from these indignities, the Postmaster recommends sending them all by first class mail. That means with a 3-cent — or two 1½-cent stamps.

First class mail rates "directory service," by which skilled post office clerks try to trace down addressees who have moved. Your card may be forwarded from one address to another. If the addressee isn't located, the card will come back to you if the envelope bears your return address.

Christmas cards carrying 2-cent stamps are third class mail. They must not be mailed and must not contain personal messages. Only one effort is made to deliver them. If the addressee is not found, the card is returned to the sender. If the card is returned, your warm-hearted Christmas greetings land in the Dead Letter Office.

"One of the saddest sights on Christmas Eve," says the Postmaster, "are the many undeliverable Christmas cards. Each represents a bit of lost Yuletide sentiment. Practically all are the result of carelessness. Especially illegible handwriting, inadequate addresses, and stamps that fall off en route because they weren't affixed properly."

"Please address plainly and completely," he emphasizes. "Give the full name, house number, street, name of city, zone number, and state. Many emergency clerks and carriers are required to handle the heavy Christmas load, and they haven't time or experience to figure out scrambled addresses that would puzzle a bill collector."

And don't forget to write your return address on the envelope. The postmaster said return addresses on Christmas cards has the warm approval of the highest authorities on etiquette, because it helps friends keep their address books up-to-date.

Cards require more considerate handling if they're mailed before the peak Christmas rush, the Postmaster pointed out. Greetings for out-of-state delivery should be posted by December 15, and for local delivery at least a week before Christmas.

Timber cruising is the procedure followed by foresters to determine the species, condition and amount of wood in the trees of a woodland tract.

SOUND EFFECTS SAME
WITH A FILM
MAKING
"DANCE OF THE VAMPIRES"
"DANCE OF THE VAMPIRES"
"DANCE OF THE VAMPIRES"

RUSSELL MITCHELL
Funeral Director
24 Hr. Ambulance Service
Phone 344
Avon Park, Fla.

YARBROUGH'S PHARMACY
SEBRING, FLORIDA
Phone 3861

SAFE DRIVERS SAVE MONEY
... with an AMERICAN AUTOMOBILE POLICY!

By being a SAFE DRIVER... an accident record for the year... you are rewarded with a substantial discount on your "American Automobile Policy!"
Yes, it pays to drive safe in more ways than one... not only are you saved the inconvenience of being involved in an accident and possible injuries to you and others, but you save on your insurance premium!
See your "American" Representative today and he will be glad to explain the savings this will mean to you.

NATION-WIDE CLAIM SERVICE!

LIBE AND CASUALTY COMPANY
HOME OFFICE — ORLANDO, FLORIDA.
C. T. Ratliff
PHONE 6451 WAUCHULA, FLA.

AVON PARK CAFE and DINING ROOM
\$1.00 SUNDAY MENU \$1.00
Creamed Chicken Soup - Crotons or Florida Fruit Cup
Melba Peach and Cream Cheese Salad
Celery - Olives - Mixed Pickles
—CHOICE—
FRIED SPRING CHICKEN - SOUTHERN STYLE
VEAL T-BONE STEAK - To Order
FRIED DEEP SEA SCALLOPS - TARTARE SAUCE
Buttered Asparagus — Macaroni and Cheese
French Fried or Mashed Potatoes
HOT ROLLS
OUR OWN PIES OR ICE CREAM
COFFEE OR ICED TEA
OTHER MEALS — 50c — 60c — 75c
HOT DOETS EVERY DAY AFTER 1 P. M.

"TOO LATE TO CLASSIFY"
By Russell Kay

When the average housewife sets out to make a mess of groceries for the family table she has one thing in mind, "quality merchandise at the lowest price." And don't think that she doesn't know what constitutes "quality" or isn't familiar with prices.

Outside of furnishing the cash and carrying the bundles, I don't have much to do with family shopping. I seldom read a grocery ad and am not in a position to compare prices.

It always amazes me to see the little woman dash into the A&P and clutch up this and that, then cross the street to the Margaret Ann and make another selection, slip into Tony's independent store for something else and in every case, get the best for the least. To her, shopping is an art and a science and I'm here to tell you she knows her onions.

Seeing by the papers where the Department of Justice has brought suit against the A&P and the big meat packers charging them with being monopolies, I told the wife that she'd better watch her step or first thing she knew they'd have her up before a congressional committee if she kept on buying merchandise from the monopolistic managers, intimating that it might even be looked upon as a subversive act.

"Well," she snorts, "if the A&P is a monopoly, all I wish is that we had a lot more of that kind of monopolies in this country. A housewife has a hard enough time as it is making both ends meet with the government constantly forcing prices up with subsidies and encouraging round after round of wage increases."

"If the government is really concerned about monopolies they'd better let the A&P alone and start checking on organizations like the United Mine Workers and a few other labor monopolies that can tie up the whole country overnight, throw thousands of people out of employment, cause millions of citizens to suffer

from cold, force schools to shut down and practically tear the economy limb from limb."

I had to admit that she had something there, but I reminded her that no political administration in its right mind would think of crossing swords with the power of the miners or steel workers, so they had to content themselves by playing "cops and robbers" with American business and industry.

I tried to explain to her that Mr. Truman and Mr. Pepper and a lot of other statesmen were thinking seriously about reduction and this was no time to be questioning acts of labor leaders. Besides, I pointed out, these chain stores take all the money out of the community and send it to Wall Street.

I should have known better than start an argument with Mama. She knows too many answers and, boy, when we got home she digs around until she finds a clipping.

(Continued on page eight)

JOHN H. MALOY, JR.
Federal Tax Consultant
STARTED 1913
NOTARY PUBLIC
Income Tax
Social Security - Withholding - Estimated Declaration
Available From December 1st to December 31st, 1949
Office No. 1 East Court Street, off Circle-Serving, Fla.
City 981
Formerly Internal Revenue Officer
Ten Years—Florida Territory

OTTO, MOE AND BILL—By Wells Motor Co.

Gifts for the Sportsman
PICNIC CHESTS
Made in Two Convenient Sizes
\$13.50 and 15.95
FOR THE HOME, HUNTER OR FISHERMAN
AVON ICE CO.
PHONE 217 AVON PARK
— Open 4 A. M. till 10 P. M. Daily —

WELLS MOTOR CO.
Avon Park Phone 63

NO OTHER TRUCK GIVES YOU A CHOICE OF

V-8 OR SIX

Ford Trucks Cost Less because FORD TRUCKS LAST LONGER

AVON PARK MOTOR COMPANY
Main & Verona
Phone 33

Bonus Built
means big reserve of strength and power!

Using latest registration data on 6,190,000 trucks, life insurance experts prove Ford Trucks last longer

AVON PARK MOTOR COMPANY
Main & Verona
Phone 33

JOYCE
The Joy odist Churs at the Hut ing was h Ford, Presi decided to and Mis. recently ca a committe and buy the After th Thankgiva Games were refurbishmen whipped car were served I. H. Ford, Mrs. Geo. Thankgiva out in the A lovely chrysanthe pedal. Those are Mr. and M children, P Mrs. R. L. Sevier and G. L. Harr Leslie and C. E. Cray ren and L. Ruessl Min Mrs. R. L. Eleonor N. Lawrence, son and R. See You In over experience has m... his service mandal ci

Directory

CLUBS ORGANIZATIONS & LODGES

MINISTERS ASSOCIATION
First Monday, 10:30 A. M.
Auditorium First Baptist Church

AMERICAN LEGION
First and Third Wednesdays
8:00 P. M., Legion Home

LEGION AUXILIARY
Second Monday, 8:00 P. M.
Legion Home

BUSINESS & PROFESSIONAL WOMAN'S CLUB
Third Monday, Customers Room
Florida Power Corporation

BOY SCOUTS
Each Monday, 7:30 P. M.
Youth Center

CITY COUNCIL
Second & Fourth Mondays
7:30, City Hall

CHAMBER OF COMMERCE
Directors Meeting
Second & Fourth Thursdays
8:00 P. M. Chamber of Commerce

ELKS LODGE NO. 85
First & Third Mondays
Brickell Bldg.

GARDEN CLUB
Jacaranda Circle—Second Thursday, Members' Home.
Hibiscus Circle—Fourth Thursday, Members' Home

ROYAL ARCH MASONS
Highlands Chapter No. 42
Second Tuesday, 8:00 P. M.
Masonic Temple

KNIGHT TEMPLARS
Holmes Commandery No. 37
Fourth Monday, 8:00 P. M.
Masonic Temple

GIRL SCOUTS
15 Friday P. M.
Youth Center

TEEN-AGE CLUB
Each Friday and Saturday
7:30 P. M. to 11:00 P. M.
Youth Civic Center

JUNIOR WOMAN'S CLUB
Fourth Tuesday, 8:00 P. M.
Customers Room

ORDER EASTERN STAR
Lodge Chapter, No. 81
Second & Fourth Thursdays
8:00 P. M. Masonic Temple

AVON PARK FIREMEN
Meets Second & Fourth Thursday
Fire Station

PARENT-TEACHERS ASSOC.
Third Thursday, 3:15 P. M.
High School Auditorium

WIMODAUBUS CLUB
1st and 3rd Fridays, 2:30
Members' Home

POINCIANA LODGE NO. 227
First & Third Mondays 8:00 P. M.

ROTARY CLUB
Each Wednesday, 12:15
Masonic Building

WOMAN'S CLUB
First Friday, 3:15 P. M.

VETERANS FOREIGN WARS
First and Third Tuesdays
8:00 P. M. Fire Station

MERCHANTS ASSOCIATION
Last Tuesday in Month
2:30 P. M. Chamber of Commerce

FINN & GAME ASSOCIATION
First Thursday, 7:30 P. M.
Club House, On Road 17 South

Avon Park Public Library
Library Hours
Monday & Friday—2:30-3:30 p. m.
Wednesday—8:45 a. m.-12:00 m.
Saturday—8:45-9:30 a. m.

ALPHA OMEGA CHAPTER
of Beta Sigma Phi
2nd & 4th Mondays, 8 p. m.
Members' Home

JUNIOR CHAMBER OF COMMERCE
2nd and 4th Tuesdays
Customers Room,
Fla. Power Corp.

AVON PARK EXCHANGE CLUB
Each Thursday, 12:15 Noon
Jacaranda Hotel Club Room

LOYAL ORDER OF MOOSE
Each Thursday, 8:00 P. M.
Moose Club, Lake Lotela

WOMEN OF THE MOOSE
Regular Meetings 2nd and 4th
Monday Nights

Arthritis Pain

For quick, satisfactory relieving help for
Arthritis, Rheumatism, Sprains, or
Stomach, Indigestion, or Headache, try
this new, powerful, safe, and effective
remedy. It is the only one that gives
quick relief and does not harm.
See it at all drug stores, or write for
free literature to any book company.

"TOO LATE TO CLASSIFY"

By Russell Kay

A city slicker, accustomed to getting to work about 6:30 or 7:00 a. m. in the morning, poor down-trodden laboring men who put in 30 or 40 hours a week and a lot of other folks who serve about hardships of life and years for the "Welfare State" ought to get out in the country and try following the local merchants and farmers around for a day.

I spent a couple of days in the bustling community of Pompano last week visiting my friend Gene Smith who manages the Kilgore Seed Co. store there. Smith opens his place of business at 8:00 A. M. and even at that hour he usually finds several folks impatiently waiting, anxious to get spray material, implements or other supplies needed in their farming operations.

He is supposed to close at 6:00 in the evening but generally customers keep him there until much later, and he is often called upon to go back and open the store at 8:30 or 10 at night to accommodate some farmer who forgot to get feed for his mule or must have some supplies for an early start in the morning.

A Communist would probably point to Smith as a money mad capitalist, concerned only with the almighty dollar. But you can take it from me, Smith isn't beating his brains out for the money he gets.

He is an old fashioned country boy who knows what it means to be neighborly and helpful. People who come to his store or phone for help at night are not just customers, they are close friends and neighbors and he enjoys helping them with their problems and visiting with them during his spare time.

His farmer friends show their appreciation by dropping by his place frequently with a hamper of choice fruit or vegetables, local fish and so on. He is a real life. He is a real life.

Down the street a block, Angelo runs a restaurant. It is not a very pretentious place, but it is neat and clean and OPEN before daylight. Everybody likes Angelo; he wears a smile as big as a barn and enjoys wassering with the farmers, packinghouse boys, field hands and others who depend on him for a steaming cup of excellent coffee and their ham and eggs just the way they like 'em.

Although he speaks broken English, Angelo is as American as they come. He is rendering a real service to his community and if it calls for hard work long hours he don't mind. He's not getting rich but he makes a living and he believes it is not a very happy life is a lot happier than folks who worry about wages and hours and working rules and spend half their time marching up and down in front of somebody's place of business carrying "Union" signs.

And the farmers and grocers, sun bronzed and with horny hands are a hard working lot. Working constantly with insects, drought, floods, cold, labor trouble and many other problems they do a real job. Now then they get a good market and make some money more often they see their labor wiped out in a night by a sudden freeze or a heavy rain and they often have to start all over again. This happened to the grocers in the Homestead area only last week when heavy rains destroyed their recently planted tomatoes. But they know how to take it and they gallantly replant and hope they will win with a good crop and a profitable market.

You can see about their lucky breaks but you don't always hear about their tough ones. When it comes to gambling, these sun-browned sons of the soil can give the bookie boys a run for their money. Now then they get a good market and make some money more often they see their labor wiped out in a night by a sudden freeze or a heavy rain and they often have to start all over again. This happened to the grocers in the Homestead area only last week when heavy rains destroyed their recently planted tomatoes. But they know how to take it and they gallantly replant and hope they will win with a good crop and a profitable market.

You can see about their lucky breaks but you don't always hear about their tough ones. When it comes to gambling, these sun-browned sons of the soil can give the bookie boys a run for their money. Now then they get a good market and make some money more often they see their labor wiped out in a night by a sudden freeze or a heavy rain and they often have to start all over again. This happened to the grocers in the Homestead area only last week when heavy rains destroyed their recently planted tomatoes. But they know how to take it and they gallantly replant and hope they will win with a good crop and a profitable market.

You can see about their lucky breaks but you don't always hear about their tough ones. When it comes to gambling, these sun-browned sons of the soil can give the bookie boys a run for their money. Now then they get a good market and make some money more often they see their labor wiped out in a night by a sudden freeze or a heavy rain and they often have to start all over again. This happened to the grocers in the Homestead area only last week when heavy rains destroyed their recently planted tomatoes. But they know how to take it and they gallantly replant and hope they will win with a good crop and a profitable market.

You can see about their lucky breaks but you don't always hear about their tough ones. When it comes to gambling, these sun-browned sons of the soil can give the bookie boys a run for their money. Now then they get a good market and make some money more often they see their labor wiped out in a night by a sudden freeze or a heavy rain and they often have to start all over again. This happened to the grocers in the Homestead area only last week when heavy rains destroyed their recently planted tomatoes. But they know how to take it and they gallantly replant and hope they will win with a good crop and a profitable market.

You can see about their lucky breaks but you don't always hear about their tough ones. When it comes to gambling, these sun-browned sons of the soil can give the bookie boys a run for their money. Now then they get a good market and make some money more often they see their labor wiped out in a night by a sudden freeze or a heavy rain and they often have to start all over again. This happened to the grocers in the Homestead area only last week when heavy rains destroyed their recently planted tomatoes. But they know how to take it and they gallantly replant and hope they will win with a good crop and a profitable market.

You can see about their lucky breaks but you don't always hear about their tough ones. When it comes to gambling, these sun-browned sons of the soil can give the bookie boys a run for their money. Now then they get a good market and make some money more often they see their labor wiped out in a night by a sudden freeze or a heavy rain and they often have to start all over again. This happened to the grocers in the Homestead area only last week when heavy rains destroyed their recently planted tomatoes. But they know how to take it and they gallantly replant and hope they will win with a good crop and a profitable market.

You can see about their lucky breaks but you don't always hear about their tough ones. When it comes to gambling, these sun-browned sons of the soil can give the bookie boys a run for their money. Now then they get a good market and make some money more often they see their labor wiped out in a night by a sudden freeze or a heavy rain and they often have to start all over again. This happened to the grocers in the Homestead area only last week when heavy rains destroyed their recently planted tomatoes. But they know how to take it and they gallantly replant and hope they will win with a good crop and a profitable market.

You can see about their lucky breaks but you don't always hear about their tough ones. When it comes to gambling, these sun-browned sons of the soil can give the bookie boys a run for their money. Now then they get a good market and make some money more often they see their labor wiped out in a night by a sudden freeze or a heavy rain and they often have to start all over again. This happened to the grocers in the Homestead area only last week when heavy rains destroyed their recently planted tomatoes. But they know how to take it and they gallantly replant and hope they will win with a good crop and a profitable market.

You can see about their lucky breaks but you don't always hear about their tough ones. When it comes to gambling, these sun-browned sons of the soil can give the bookie boys a run for their money. Now then they get a good market and make some money more often they see their labor wiped out in a night by a sudden freeze or a heavy rain and they often have to start all over again. This happened to the grocers in the Homestead area only last week when heavy rains destroyed their recently planted tomatoes. But they know how to take it and they gallantly replant and hope they will win with a good crop and a profitable market.

You can see about their lucky breaks but you don't always hear about their tough ones. When it comes to gambling, these sun-browned sons of the soil can give the bookie boys a run for their money. Now then they get a good market and make some money more often they see their labor wiped out in a night by a sudden freeze or a heavy rain and they often have to start all over again. This happened to the grocers in the Homestead area only last week when heavy rains destroyed their recently planted tomatoes. But they know how to take it and they gallantly replant and hope they will win with a good crop and a profitable market.

You can see about their lucky breaks but you don't always hear about their tough ones. When it comes to gambling, these sun-browned sons of the soil can give the bookie boys a run for their money. Now then they get a good market and make some money more often they see their labor wiped out in a night by a sudden freeze or a heavy rain and they often have to start all over again. This happened to the grocers in the Homestead area only last week when heavy rains destroyed their recently planted tomatoes. But they know how to take it and they gallantly replant and hope they will win with a good crop and a profitable market.

You can see about their lucky breaks but you don't always hear about their tough ones. When it comes to gambling, these sun-browned sons of the soil can give the bookie boys a run for their money. Now then they get a good market and make some money more often they see their labor wiped out in a night by a sudden freeze or a heavy rain and they often have to start all over again. This happened to the grocers in the Homestead area only last week when heavy rains destroyed their recently planted tomatoes. But they know how to take it and they gallantly replant and hope they will win with a good crop and a profitable market.

You can see about their lucky breaks but you don't always hear about their tough ones. When it comes to gambling, these sun-browned sons of the soil can give the bookie boys a run for their money. Now then they get a good market and make some money more often they see their labor wiped out in a night by a sudden freeze or a heavy rain and they often have to start all over again. This happened to the grocers in the Homestead area only last week when heavy rains destroyed their recently planted tomatoes. But they know how to take it and they gallantly replant and hope they will win with a good crop and a profitable market.

Don't Let Anybody Fool You!

These Things Will Happen If The Anti-Trust Lawyers Have Their Way

When the anti-trust lawyers from Washington filed their suit against A&P, we told the American people, our customers, our suppliers and our employees how this attack would affect them.

We said that this attack, if successful, would mean the end of A&P as you know it.

We said that it would mean higher food prices for American consumers.

We said that if they succeed in destroying A&P the way would be cleared for the destruction of other efficient large-scale retailers.

We thought the American people were entitled to know about this threat to their welfare and standard of living.

Since that time, however, the anti-trust lawyers have been making speeches, talking over the radio, writing letters and giving stories to the newspapers, in which they say we are all wrong.

They say that this suit will not close a single A&P store; and that instead of raising food prices it will lower them.

And they have tried to give the impression that nobody will be hurt by this decision except the present owners of A&P.

We don't think that the American people want to be confused by these statements. We know that when they have the facts, they will understand that this case can affect the living standards and the way of life of every American citizen.

Here are the facts:

It Will Destroy A&P

The anti-trust lawyers have repeatedly stated that "the suit will not result in the closing of a single A&P store," and that "the purpose of the suit is to enjoin A&P from continuing activity which has been held to violate the law."

The fact is that the suit is designed not only to "enjoin" A&P from alleged illegal activities, but actually to destroy the company.

Here is what they have asked the court to do:

Break up A&P's retail stores into seven groups, each of which must be sold to different owners, and operated under new management.

Order us to sell A&P's factories, which produce many of the fine foods you find in our stores, to still other new owners.

Prevent any of the seven groups of stores from operating any of the factories.

None of the present owners, who have made A&P what it is today, can have anything to do with either the stores or the factories.

The first A&P store was opened 90 years ago. For the past 50 years the

company has been managed by George L. Hartford and John A. Hartford.

These are the men who have pioneered the policy of low-cost, low-profit, low-price food retailing which has won A&P the patronage of millions of American families and given them more good food for their money.

If the anti-trust lawyers have their way, these men and other company executives will be completely out of the picture. No one can predict what the policies of the new owners of the various parts of A&P will be.

No one can predict that they will sell the same quality food at the same low prices, or that they will keep the same employees, or give them the same high wages, short hours, pensions and security.

Now, despite the anti-trust lawyers' statement, can anyone tell how many A&P stores will remain open or will be closed?

So, while there may be a food store where your A&P is now located, it won't be your A&P store.

Make no mistake about it. If the anti-trust lawyers win their suit it will mean the end of A&P as you know it.

Your Food Will Cost More

The anti-trust lawyers have repeatedly stated that the suit will not increase, but should decrease, grocery prices.

Anybody who has ever shopped in an A&P store, or has ever taken a high-school course in economics, knows better than that.

Everyone knows that A&P's policy has always been to keep costs and profits at a minimum so that it can sell good food cheap.

The very heart of the anti-trust lawyers' case is that A&P's methods, which they claim are illegal, have enabled the company to undersell competitors. How can anyone possibly say that you will get lower food prices by eliminating the company that has done so much to bring them down?

Actually, there is no question that this suit, if successful, will mean higher food prices for A&P customers.

Here is just one of a number of reasons:

We manufacture many of the quality foods we sell in our stores, such as Bokar, Red Circle and Eight O'Clock coffees, Ann Page foods, White House milk, and many others.

The anti-trust lawyers admit that we pass along these manufacturing savings to our customers in the form of lower prices.

But, the anti-trust lawyers have asked the court to order us to get rid of our manufacturing facilities, which would put an end to all these savings.

This means that if these A&P brands continued to be manufactured, you would have to pay higher prices for them wherever you found them.

The anti-trust lawyers say that food prices would go down in other stores. They claim that food manufacturers would be able to sell cheaper to other grocers because they would not have to make up alleged losses they now incur in selling to A&P.

This, of course, is pure nonsense. The suppliers who voluntarily seek our business and are now rushing to our defense obviously find it profitable to deal with A&P. Actually, their sales to this company enable them to build up their volume, reduce their costs, and sell more cheaply to all grocers.

The elimination of A&P from the picture would tend to increase, rather than decrease, the wholesale cost of food; and this, in turn, will be reflected in increases in retail prices.

Make no mistake about it. If the anti-trust lawyers succeed in putting A&P out of business you will find your food bill is higher.

Others Will Be Hurt

The anti-trust lawyers have insisted that this suit will not affect other distributors, "nor will it destroy any efficiencies of mass distribution."

The fact is that the anti-trust lawyers ask the court to break up the company, make it get rid of its admittedly legal manufacturing operations and in general destroy many of the efficiencies which have enabled it to sell food cheap.

If such an attack is successful, it immediately raises the likelihood of similar attacks on other chain stores.

The anti-trust lawyers are saying that they "do not contemplate any other suits of this nature at this time."

But that does not mean that they cannot undertake such suits at any future time if they win this case.

As a matter of fact, the anti-trust lawyers made practically the same allegations against two of our largest competitors that they are making against us. And it can also be used as the basis for an attack against other grocers and merchants in other lines.

There are today literally thousands of chain stores, voluntary groups and individual merchants operating with the same methods and in the same pattern here under attack.

If A&P is destroyed, no businessman could safely pursue an aggressive sales policy designed to lower prices and give his customers a better deal if by so doing he takes business away from any competitor.

Even if the anti-trust lawyers have no intention now of prosecuting other suits, a decision against A&P will establish a precedent that could be used by the present anti-trust lawyers, or any future anti-trust lawyers, to destroy any efficient business that buys cheaply, sells cheaply, and grows big in the process.

Such a decision would mean the end of the vigorous, healthy price competition which has given this country the highest standard of living ever enjoyed by any people anywhere in the history of the world.

The anti-trust lawyers are trying to give a new interpretation to the anti-trust laws that, instead of preserving competition, will reduce competition. They are trying, by court decision, to impose a new kind of economic policy on the people of this country.

Make no mistake about it. If they succeed in destroying A&P they will be destroying the method of distribution that has helped make the American standard of living the envy of the world.

THE GREAT ATLANTIC &



PACIFIC TEA COMPANY

