

A&P, TOO, TAKES OFF ITS HAT TO MR. C. WHIT BLOUNT OF WAYNESBORO, GEORGIA

**-AND TO ALL OUR OTHER GOOD
COMPETITORS WHO
HAVE TAKEN A SIMILAR STAND**

*[An Editorial From The Atlanta Journal,
Thursday, Sept. 29, 1949]*

Competitor Denounces Suit Against A&P

THE BOLD three-column advertisement in the current issue of the Waynesboro True Citizen catches the reader's eye. We quote it in full.

To our notion that advertisement by C. Whit Blount states the economic and governmental aspects of the case against A&P with a clarity and forcefulness that most of the editorial comment has lacked.

Also it strikes us as a fine example of sportsmanship in business.

Incidentally, it is about as effective an advertisement as could have been written for Mr. Blount's "Grocceteria".

Makes you sort of wish you were in Waynesboro to trade with him, doesn't it?

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*[An Advertisement From The
Waynesboro True Citizen]*

A Word For Our Competitor The Great Atlantic & Pacific Tea Co.

There has been a move by the anti-trust department of the Federal Government to destroy our leading competitor, the A&P Food Store.

It may seem odd, but we are opposed to this move.

The A&P Co., is definitely our strongest competitor - they keep us hopping. But, we are still in business - And Expanding. We do it by selling quality merchandise, buying at a close margin and selling at CLOSER margin.

The so called "trust-busters" charge that the A&P Co. control some of the production and processing ends of the food business. As a result, they hold the cost price down on foods.

WELL, WHAT'S WRONG WITH THIS??

If A&P holds the costs down, it makes our suppliers hold their costs down to the same competitive level. They can sell cheaper, AND SO CAN WE.

We intend to continue to try to sell better merchandise than A&P; We also will continue to have competitive prices.

BUT, We don't believe the government, or any individual should try to break up a firm that is doing a good, clean, efficient job of serving the people of this country.

**C. Whit Blount
Waynesboro Grocceteria**

THE GREAT ATLANTIC &



PACIFIC TEA COMPANY