

Hinky Dinky

NEWS

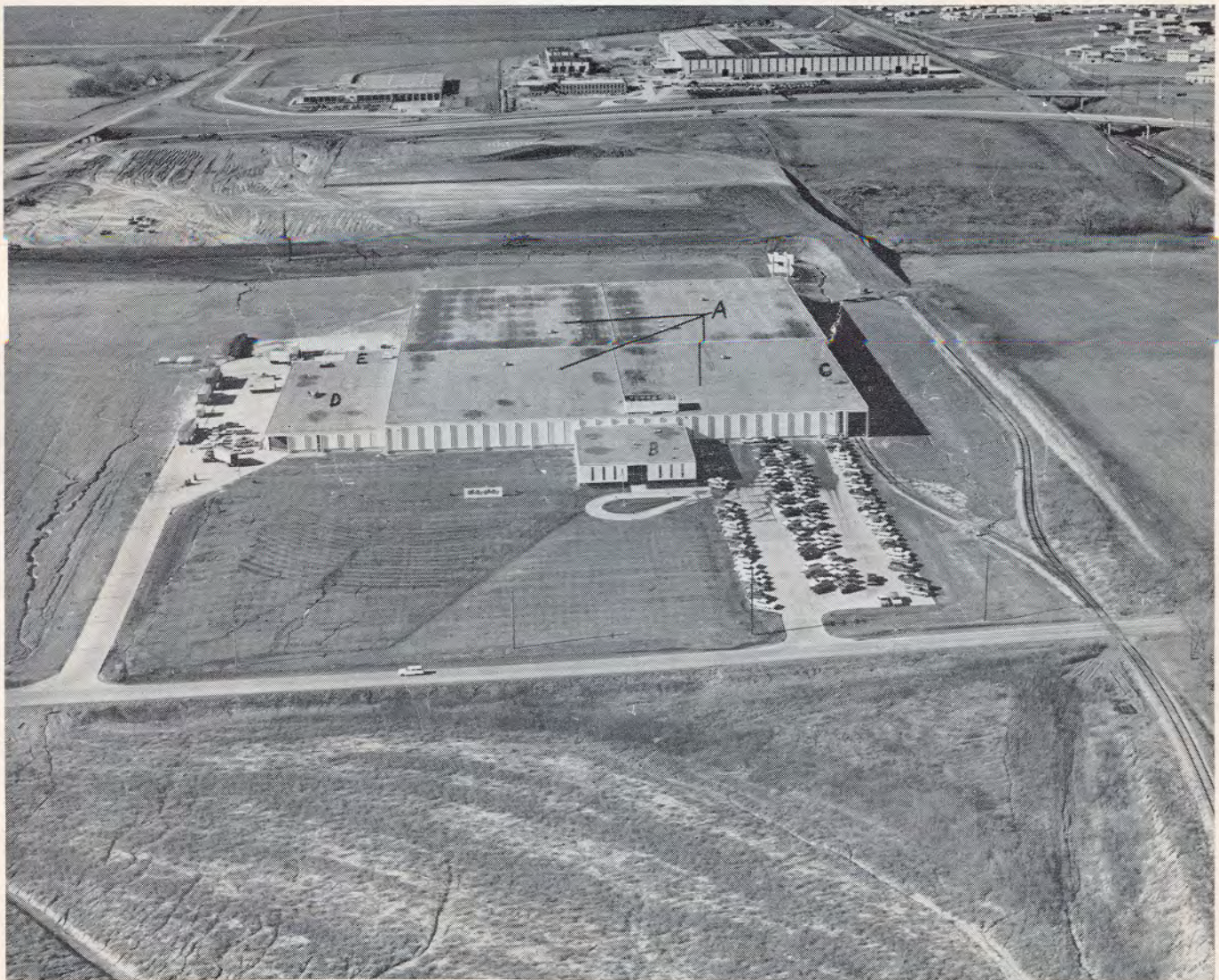


VOL. XXII

JANUARY - FEBRUARY, 1966

NO. 1

New Hinky Dinky Distribution Center Now in Full Operation



This aerial photograph shows the immensity of the Warehouse and Headquarters building. Location of the various functions are indicated as follows: (A) Warehouse; storage and refrigeration. (B) Executive offices. (C) Rail dock. (D) Truck dock. (E) Garage.

R. J. Mel
B. M. Card

HINKY DINKY NEWS

A newspaper published monthly in the interests of the employes of Hinky Dinky Stores Company and Merchants Wholesale Company, both of Omaha.



VOLUME XXII

NUMBER 1



Active Member of
Society of Associated Industrial
Editors; Super Market Institute;
International Council of Industrial
Editors

Clifford L. EllisEditor

News in Brief

Don Kohl, Jr., son of the sign shop foreman and a former Hinky Dinky employee, has been cited by the United States Navy for a deed that called for a cool head and immediate action. Although the press release from the Navy publicity department did not go into detail, it mentioned that Don was on watch when he noticed that something was wrong with the steering of his ship; he took charge and controlled the ship manually until the difficulty was corrected.

* * *

Hinky Dinky Truck Driver Bob Tichota has been elected to membership on the Board of Directors of the Blair Junior Chamber of Commerce.

* * *

The system Fran Chiodo, Store 58, uses to memorize produce prices was the subject of an article in a recent issue of the Des Moines Tribune! The item, together with Fran's picture, appeared in "The Front Row," a column written by Elizabeth Zwart.

* * *

Leonard Vavra, Warehouse, is a graduate of the most recent Dale Carnegie Course, he was also the recipient of the Outstanding Achievement Award.

* * *

Dan Wittstruck, 14 year-old son of Mr. and Mrs. Paul Wittstruck, won the World-Herald's Opportunity for Writers competition for October. Dan, a ninth grader, was in competition with students ranging from the ninth through the twelfth grade. His entry was a short story concerning the 1968 Olympic Games, in which an American contender in weight-lifting is tricked into competing against an amazing lifelike Russian robot. In the excellent suspense

(Continued on page 9)

Will To Win Is Important in Business As It Is in Baseball, Says President

by

C. M. Newman, President

"Show me a good loser, and I'll show you a loser" the fiery Casey Stengel once expounded when managing the New York Yankees. Casey was talking about baseball players, but I say the same applies to the super market business.

Casey wanted fighters — men who just had to win. Years ago I saw him when he was managing the old Triple A San Francisco Seals ball club. We sat just behind the Seals' dugout. Casey's vibrant personality magnetized us so that we felt we were playing on the Seals' team, too. Every success on the part of the opponents, no matter how small—a walk to first, a put-out, a caught fly—just burned Casey. He hated to see the opposition succeed. He took equally enthusiastic pleasure in every success on the part of the Seals.

Casey and his teams won ball games because they couldn't stand to lose. And, of course, they loved to play because they won.

The competitive instinct, the will to win, is just as important in the super market business. We must get burnt up, just like Casey, when we see a competitor succeeding. We must delight with our successes, just like he. Each

dollar rang up, each customer won away, each successful promotion, a job well done is fun because its winning.

Hinky Dinky's success depends upon each one of us having this desire to win, to excel, to beat the other man, to climb to the top of the pile. We'll do a better job in our most important function, pleasing the customer. In addition to the financial rewards that come our way, we'll enjoy the sweet taste of victory. It's much more fun to be a good winner than a good loser.

Hinky Dinky Employees Swell Gallon Club Ranks

The latest list of Hinky Dinky employees who have donated blood at the Regional Blood Center, 432 South 39th Street in Omaha, includes the following names:

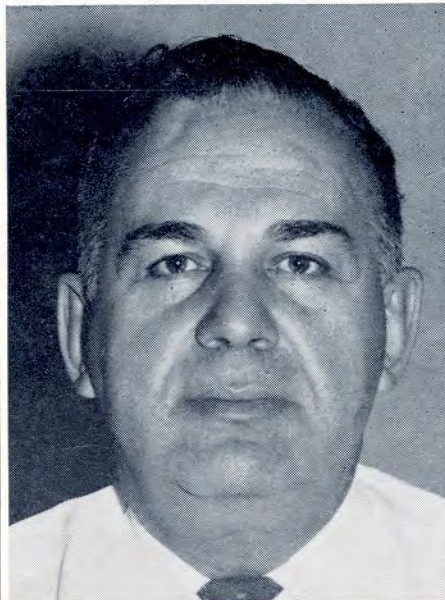
- *Bill Bigger
- Kurt Fanslau
- *Walt McCannon
- *Bob Newman
- *Danny O'Donnell
- *Tom O'Gorman
- *Lou Brtek
- *Bernie Racine
- *Andy Tarsikes
- Tim Caskey
- *Bob Jones
- *Marshall Bernstein
- *Bob McGovern
- Sharon Baker
- Harlan Noddle
- Joe Schueler, Jr.
- *Joe Vavruska
- Terry Buell
- John Chudy
- John Jensen
- Richard Julian
- Larry Chelberg

Those starred are members of the Gallon Club, an unofficial organization composed of persons who have each given at least one gallon of blood over a period of time. Several additional Hinky Dinky employees are members of the Gallon Club, but are not on this list; still others are rapidly nearing Gallon Club status.

Bill Bigger, director of the department of advertising and public relations, is now wearing a pin coveted by many blood donors but which few ever achieve. It denotes that the wearer has donated 56 pints—seven gallons of blood to his fellow man.

Congratulations, Bill, and many thanks from all of us.

Ted Gets New Title



Ted Newman, who has been with Hinky Dinky since it was founded in 1925, has been promoted from the position of Merchandise Manager to that of Director of Special Projects.

Henry Newman Dies; a Founder and Officer of Hinky Dinky Helped Chain Progress From Single Small Store To Multi-Unit Company

Henry A. Newman, one of the four founders of Hinky Dinky and a vice president of the company, passed away Tuesday, October 19, in Lutheran Hospital, Omaha, after a short illness. He was 74 years of age.

Survivors include two brothers, Hinky Dinky Chairman of the Board J. M. Newman, and former vice president Albert Newman, and a sister, Sally Newman. President C. M. "Nick" Newman, Executive Vice President E. Robert "Bob" Newman and Assistant Vice President Murray Newman are nephews. Other close relatives are nephews James Newman, Los Angeles, and John Sutin, Omaha, and a niece, Susan Sutin, also of Omaha.

Ted Newman, director of special projects, and Sadye Newman, of the accounting department, are cousins.

Henry Newman's wife, Jennie, preceded him in death in June 1964.

A real pioneer in the supermarket business, Henry was first introduced to the grocery business in his father's store in Sioux City. After the founding of the Hinky Dinky corporation in 1925, he played an important role in the growth and progress of the chain. He lived to see the company operating 46 supermarkets and five gasoline filling stations in Nebraska and Iowa, plus 16 leased food departments in discount houses in six other states and Puerto Rico.

A quiet, friendly man, Henry Newman was also a philanthropist, giving to many worthy charities and supporting civic endeavors.



Henry A. Newman . . . an Officer and Founder

In Sympathy

John S. Mitchell, father of Truck Driver John Mitchell, died January 30 in Council Bluffs after a long illness. He was also the father-in-law of Bob Forster, another driver for the Company.

Mrs. Corrine Fairchild, mother of Kinnie and Preston Fairchild, passed away August 24 in Eldorado, Arkansas.

Fred Novell, father of Duane Novell, Store 45, died recently. He was a resident of Rising City, Nebraska.

Glen Foight, father of Checker Maritta Foight, Store 47, died January 10.

John Lloyd, son of Checker Lillie Lloyd, Store 51, died January 20 in Lincoln following an extended illness. He was 31 years of age.

Mrs. Adolph Kula and their daughter (the result of an auto accident), Clyde Fletcher, Polly Englebretsen and Lucille Young.

Best Wishes for a . . .

Speedy Recovery

Richard Klusaw, Warehouse, was in Clarkson Hospital for medical treatment. Other Hinky Dinky folks who have been under medical care and have recovered include: Earl Jones, Ellen Hinkel, Ray Martin, Ted Newman, Richard Parks, Ed Day, Bill McKern and Lucy Middleton.

Others had surgery. Among these were Lois Fast, Ralph Gouldsmith, Mrs. Ralph Gouldsmith, Jerry Miles, Mr. and

Flames Destroy Store 33; Equipment and Stock Lost

Bulletin: February 2, 1966.

Hinky Dinky No. 33, Nebraska City, was destroyed by fire last night. The blaze was discovered about 10 o'clock.

Cause of the fire has not been determined.

Stock, equipment and building were a total loss.

According to Vice President Chuck Monasee, the Company plans to build another store in Nebraska City as soon as possible.

For the benefit of those of you who have not had an opportunity to visit the new Headquarters and Food Distribution Center, the following pictures will give you an idea of the size of the building and some of the facilities.

The 2 million-dollar building is easy to find. It is at the intersection of 108th and "I" streets in Omaha, on the northwest corner; the main entrance of Headquarters faces east.

This is the New Headquarters of Expanding Hinky Dinky

—the Place To Stop and Work



The large stone sign with the full-color "sig" of Hinky Dinky leaves no doubt in the mind of the person who sees it that this is the home of the most progressive grocery chain in the country.

Constructed of concrete and concrete blocks, the huge white building is unmistakable and may be seen for miles. The location is ideal for servicing out-of-Omaha stores, being only a few hundred feet from the Interstate Highway. There is also easy access to West Omaha stores. The difficulty of driving trucks in down-town Omaha traffic has been nearly eliminated.

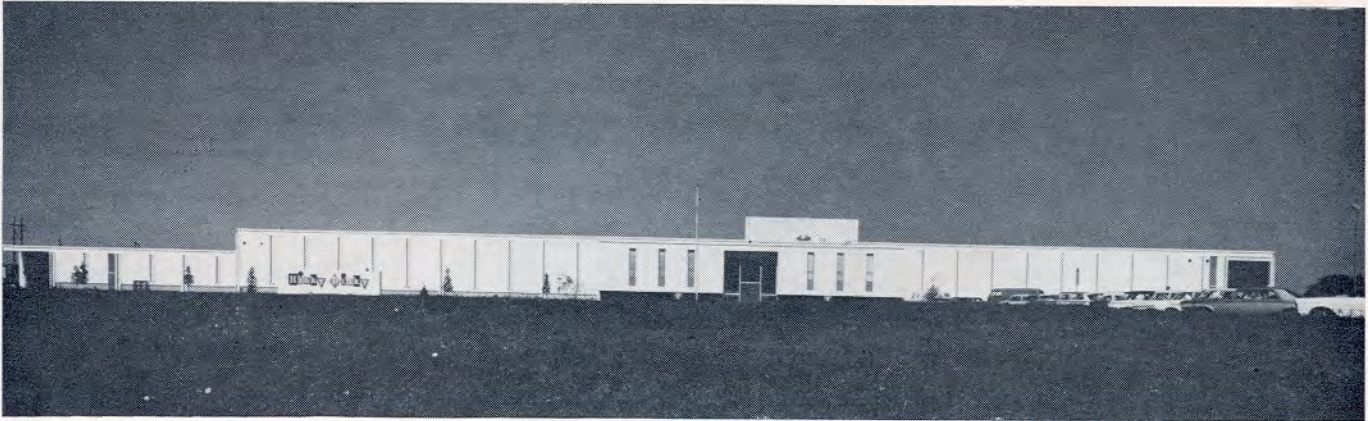
Parking facilities for employees and executives extend from the northeast corner of the building to 108th street, and a circular drive skirts the flag pole in front of the Headquarters section.



Block-long aisles, some with metal racks for smaller items, are lined with merchandise for delivery to the stores.



Kenny Gwennap operates a forklift to load a truck that will soon be on its way to a Hinky Dinky store in Iowa or Nebraska.



Big place, isn't it? The warehouse section alone has 208,000 square feet of floor space, roughly the amount of space needed for 4 1/2 football fields.

On the extreme right is the entrance to the rail dock. The exit from the truck dock is on the left corner as

you face the building. Additional landscaping has been done since this picture was taken.

The new Distribution Center has many advantages over the old warehouse at 11th and Jones streets, which served Hinky Dinky so well for many years. Everything is on one floor; there are no freight elevators for order filling, and assembling is much more rapid. The computer arranges the store orders in the sequence in which the items are in the slots or racks, so there is no re-tracing of steps to pick them up.

The Warehouse has the most modern and efficient refrigeration equipment available for storage of perishables. Eight banana rooms can accommodate 4 car-loads of fruit during the ripening process.

The Headquarters section of the building includes offices of company officials and executives and desks for the

general office staff. Purchasing, merchandizing, operations, billing, accounting, advertising, store planning, maintenance, security, safety, etc., are accomplished here or directed from this Headquarters.

The offices are air-conditioned and carpeted. Lighting is provided by flush-mounted fluorescent tubes.

An attractive and comfortable waiting room is provided for the convenience of visitors and salesmen.

Credit for the pleasing decor of Headquarters goes to Mrs. Carolyn Newman, a professional interior decorator.

The Distribution Center was designed by Steele, Weinstein and Associates. The general contractor for its construction was Peter Kiewit.



Foreman Earl Jones (now retired) demonstrates one of the electric scooters used for rapid individual transportation in the Distribution Center.



Bulkier items that are too large for the racks are placed in numbered and painted areas on the warehouse floor.



"Engineer" Dewey Williams drives an electric train up and down the aisles, picking cases of merchandise to fill a store order.

Firms' Presidents Exchange Documents



Hinky Dinky President Nick Newman is shown here presenting the charter to Russ Cornelius, president of Soc-Co, Junior Achievement firm sponsored by the company. In return, Nick was given a share of stock, entitling him to share in the profits of Soc-Co, which puts

designs on sweatshirts, using the silk-screen process.

Advisors of the teen-age group of young business men and women include Jim Pokorny, Allan Noddle and George Thomazin.

Part Time to Full Time

Store 37, Columbus: Stan Schulte
Store 82, Bellevue: Ruth Carlson
Store 42, Seward: Betty Ahrens
Store 27, Fremont: Allan Vander-schoff

Store 63, Omaha: Dan Gleason
Store 22, Omaha: Kathy Shane
Store 45, David City: David Rathjin
Store 32, Auburn: Myra Corbin
Store 39, Omaha: Merril Johnson
Store 47, McCook: Ramonia Alberts
Store 51, Lincoln: Douglas Young
Station 59-C, Lincoln: Gerald Bahr

Store 59, Lincoln: John Hunter, Ronald Urbanec

Store 65, Des Moines: Steve Garland

Store 66, Des Moines: Connie Marker, William Frawick.

Store 67, Sioux City: Tim Jacobs

From

HERE

to

THERE

Store 71, Omaha: Assistant manager Larry Brown to assistant manager, Store 82, Bellevue.

Jack Bjork Elected Prexy of Employees Association; Bernie Racine Is New VP

The Hinky Dinky Employees Association will be headed by Jack Bjork, Store 64, during 1966. President Jack will be ably assisted by Vice President Bernie Racine, Market 71.

The Board of Directors, which will plan and produce all social functions, will be composed of the following persons from the stores, markets, warehouse and office:

Out-of-Omaha Stores:

Ed Brown, Store 44
Judy Fedor, Store 57
Larry Herman, Store 69
Al Middleton, Store 56
Ben Mielak, Market 51
Bob Steinberger, Store 59
Art Wurm, Market 56

Omaha Stores:

Jon Baade, Store 64
Gladys Connerly, Store 1
Clydia Novak, Store 71
Larry Puls, Store 53
Mary Ann Riss, Store 52
Mel Shipps, Market 53
Jeanie Wilson, Store 64

Warehouse:

Clarence Dew
Jack Zeluf
Walt McCannon

Office:

Tom Brown
Bob McGovern
George Thomazin

At the first meeting of the new board of directors, January 12, Mila Churchich and Cliff Ellis were re-elected treasurer and secretary respectively.

Market 42, Seward: Jerome Chvatal to Market 59, Lincoln

Store 32, Auburn: Dennis Smith to Store 33, Nebraska City

Store 52, Omaha: Gary Kula to Store 57, Council Bluffs

Store 15, Omaha: Ron Burgroff to Store 61, Omaha

Store 52, Omaha: Gary Lundin to Store 64, Omaha

Store 71, Omaha: Jerome Paulsen to Store 52, Omaha

Store 22, Omaha: Robert McClain to Store 39, Omaha

Store 69, Lincoln: Bill Wisbey to Store 62, Lincoln

Store 51, Lincoln: Robert Nau to Store 69, Lincoln

Store 60, Omaha: Anthony Gorup to Store 22, Omaha

Store 66, Des Moines: Larry Campbell to Store 58, Des Moines

(Continued on page 7)

Festive Spirit Contest Spurs Outstanding Ideas For Decorating Stores

The annual Festive Spirit Contest to promote outstanding holiday decorations and a kindred spirit in the stores brought out a lot of good ideas that may be adapted in future contests.

The judges had a hard time selecting the winners because so many stores and markets were beautifully and tastefully done. Twenty-two stores and 20 markets received votes.

First-place winners and the prizes they received were as follows:

Store No. 1—Jim Murray, manager, Remington Rand portable typewriter; Danny O'Donnell, market manager, portable stereo; Phil Morrison, portrait certificate.

Store No. 43—John Taylor, manager, Remington Rand portable typewriter; Al Sears, market manager, portable stereo; Lyle Flanders, portrait certificate.

Store No. 57—Russ Fulton, Jr., manager, Remington Rand portable typewriter; Bob Mollner, market manager, portable stereo; Ralph Murray, portrait certificate.

Because the competition was so keen and the judges' votes so close, the committee decided to create a new class—reserve champions—for this year's contest.

Two stores were named in this category.

Store No. 52—Bill Fast, manager, home movie camera; Jack McGonigal, market manager, home movie camera; Nadine Tuttle, transistor radio; Dol Lowe, transistor radio.

(Continued on page 15)

From Here to There

(Continued from page 6)

Store 70, Des Moines: Paul Lansing to Store 66, Des Moines

Store 78-D, Brookfield: Herb Schwarze to Store 76-D, Milwaukee

Store 82, Bellevue: Assistant manager Raymon Jones to assistant manager, store 71, Omaha.

Store 63, Omaha: Nina Nielsen to Store 61, Omaha.

Store 61, Omaha: Betty Toomey to Store 13, Omaha.

Store 52, Omaha: Jack Doty to Store 22, Omaha.

Store 22, Omaha: Terrance O'Flynn to Store 52, Omaha.

Store 60, Omaha: Frankie Rurup to Store 63, Omaha.

January - February 1966

Hinky Dinky Employees Get 10th Award



On behalf of the employees of Hinky Dinky, Executive Vice President Bob Newman accepts the Outstanding Citizenship plaque and the congratulations of James S. Herbert, general chairman of Omaha's 1965-66 fund drive for United Community Services, for the company's stellar performance in the

campaign. This is the tenth year in succession that Hinky Dinky has been awarded the coveted trophy—the only food retailer in our area to achieve this record. Earlier in the year Hinky Dinky also was awarded a Pacemaker flag for its efforts.

Market 60, Omaha: Donald Bayless to Market 63.

Store 60, Omaha: Al Kaiser to Store 63.

Store 56, Fremont: Assistant manager Charles Williamson to assistant manager, Store 27, Fremont.

Market 45, David City: Thomas Colgan to Market 59, Lincoln.

Don't let life discourage you; everyone who got where he is had to begin where he was.—Richard L. Evans.

New Employees

Office, Omaha: Lorraine Sue Harris, married, 1 child

Store 68, Grand Island: Allen Sorenson, single

Store 69, Lincoln: Joan Cooper, 2 children

Office, Omaha: LuElla Schindler, married, 4 children

Office, Omaha: Erma Schnathorst, married, 3 children

(Continued on page 9)

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HDEA Christmas Party
Omaha, December 5, 1965

Members, Mates, Dates Enjoy HDEA Xmas Party At Peony Park Ballroom

The Ballroom at Peony Park in Omaha, was filled with a bustling, merry crowd on Sunday evening, December 5, as members of the Hinky Dinky Employees Association assembled for their traditional Christmas party.

Festivities began at 6 o'clock with the usual social hour, followed by a turkey dinner at 7, with background organ music by Ernie Priesman.

Professional entertainment was provided by Jack Edward, an excellent master of ceremonies, singer, dancer and comedian from California; his services were obtained through the Romeo-Isaacson agency.

Dick Wickman's Orchestra provided music for dancing from 9 o'clock until midnight, when the party ended.

During intermission, the new officers and members of the board of directors of the Association were introduced, and a round of applause showed the appreciation of the membership for the efforts of the retiring board, the president, Jim Murray, and the treasurer, Mila Churchich.

A highlight of the intermission was the introduction of two visitors from Sweden, Kjell and Anita Gunnarsson, who will be a part of the Hinky Dinky family until April. Kjell, an accomplished musician, then favored the guests with a piano solo.

Pictures of the party are on the opposite page.

News in Brief

(Continued from page 2)

climax of Dan's story the ruse is revealed in time to prevent American defeat.

* * *

Grocery Buyer Allan Noddle, an Army reservist, recently received the Army Commendation Medal in a ceremony at Booker Armory, Fort Omaha. He was cited for meritorious service as supply platoon leader, A Company, 724th Maintenance Battalion, 24th Infantry Division. Allan had been on active duty with the 24th Division in Augsburg, Germany.

* * *

Gloria McCoy, a part-time checker at Store 1, is gaining recognition as an outstanding poet. The November 12 issue of the Central High Register carried one of her latest poems, entitled "Solitude!"

Family Gets New 'Sleigh' for Christmas



James H. Williams, 3830 Emeline Street, Omaha, is the proud owner of a brand new 1966 Mustang, which he won in the recent Hinky Dinky Service Station Sweepstakes. Jim, who is a meter reader for the Metropolitan Utilities District, is shown receiving the key from Service Station Supervisor Herman Barton, while Pat (Mrs. Williams) and daughter Cindy look on in approval.

The lucky winner in the drawing, in which the four Nebraska stations participated, was informed by phone just before Christmas, but he refused to believe his good fortune until he had verified the message.

The Mustang is the family's first new car and, according to Jim, "a wonderful Christmas gift."

David Evans, a part timer at Store 37, Columbus, earned a place on the 1966 Regents All-State Scholarship Team, the University of Nebraska has announced.

New Employees

(Continued from page 7)

Store 55, Des Moines: Raymond Ridout, married

Store 70, Des Moines: Marvin Lyon, married

Store 65, Des Moines: Michael Thomas, married, 1 child

Store 58, Des Moines: John Graham, married

Market 55, Des Moines: John W. Lowe, married

Store 55, Des Moines: Walter Sharp, single

Store 44, Council Bluffs: Keith Gilmore, single

Warehouse, Omaha: Allen Reedy, married, 4 children

Store 66, Des Moines: David Easley, married, 2 children

Station 1-A, Omaha: Bill Stewart, married

Office, Omaha: Ann Reynolds, married, 2 children

Office, Omaha: Sheryle Yost, married

Station 1-A, Omaha: Leonard Harold, Jr., single

Store 58, Des Moines: Richard Howe, single

Office, Omaha: James T. Calloway, married, 2 children.

Inventory Crew, Omaha: Ralph Murray, single

Station 1-A, Omaha: William Barry Jr., married

Store 59, Lincoln: Lawrence Christensen, married, 3 children

Store 33, Nebraska City: Lonnie Rakes, married, 1 child

Bakery 61, Omaha: Joseph Winkelmann, married, 4 children

Store 66, Des Moines: Clifford Fife, married, 6 children

Progress Brings Promotions and Creating of New Positions

Company Bolsters Staff By Adding Executives, Supervisors, Managers

There are two new faces at Hinky Dinky headquarters.



Jim Pokorny

James J. Pokorny is a new man in the Store Planning department. His duties include assisting Harlan Noddle and working with Engineer Hugh Banner.

Jim is a native of Schuyler, Nebraska, and a graduate of the University of Nebraska. He is a veteran, having served four years with the United States Navy in the Atlantic and Caribbean areas.

His hobbies are handball and golf. Jim resides at 4803 Boyd, Omaha, and he is single.



Eldon Cherry

A second relative newcomer—he has been with us since January, but has never been introduced to our readers—is Data Processing Manager Eldon L. Cherry, who resides at 1523 Valley Street in Plattsmouth. He and his wife Shirley are parents of two daughters, Pamela 16, and Valerie 14.

Eldon was born in Mapleton, Kansas; he attended Weeping Water (Nebraska) High School and continued his education at the University of Maryland Extension, United Kingdom Division.

A retired service man, Eldon served 12 years with the United States Navy and 8 years with the Air Force.

Whenever time permits, Eldon enjoys a round of golf.

Following the promotion of Merchandise Manager Ted Newman to the position of Director of Special Projects, two new grocery buyers were added to the executive staff of headquarters. They are Stuart R. "Dick" Rochman and Allan S. Noddle.



Dick Rochman

A native of Omaha, Dick Rochman attended the University of Oklahoma and the University of Omaha; he has a bachelor of science degree in business administration. Before he became associated with Hinky Dinky, he was general manager of the Benson Furniture Company.

Dick is a member of the Masonic Lodge, Scottish Rite, B'nai B'rith, and Pi Lambda Phi fraternity. He is also a licensed real estate broker.

Dick and his wife Marcia and their three children, Michael 5½, Julie 3½, and Danny 1½, reside at 908 Dillon Drive in Omaha.

A golf enthusiast, Dick enjoys other sports when time permits.

Allan S. Noddle, 744 Sunset Trail, is a graduate of Central High School in his home town of Omaha. He also was graduated with distinction from the University of Nebraska with a bachelor of science degree in business administration.



Allan Noddle

From 1962 to 1964, Allan served with the U.S. Army Ordnance Corps, spending a part of that period in Germany.

An active young man, Allan participates in basketball and skiing, and takes part in the activities of several organizations, including Junior Achievement and Beta Gamma Sigma and Zeta Beta Tau fraternities. He also likes to read.

Incidentally, girls, Allan is single.

(Continued on page 16)

DM Employees Celebrate With Dining and Dancing

Folks that staff the five Hinky Dinky supermarkets in Des Moines know how to relax and enjoy themselves at a party. The HDEA Christmas party on September 12 was a good example.

It was held in a centrally located American Legion hall.

The dinner, served buffet style, was excellent.

Music for dancing was provided by a small combo, and a lot of spirit was shown by the dancers, as may be seen in the pictures on page 11.

More than 3,840,000 persons sustained injuries in automobile accidents last year. Driver error and lack of judgment were responsible for more than 85% of the highway casualties in 1964.



HDEA Christmas Party
Des Moines, December 12, 1965

Planning, Preparation and Push—

Move to New Home Base Accomplished with Little Friction

Moving from one apartment to another can be a monumental task. Try to imagine how much more planning and effort are involved in moving a corporation from one base of operations to another.

The moving of Hinky Dinky headquarters offices from 711 South 11th Street in Omaha, to the new Distribution Center, 4206 South 108th Street, was accomplished over a weekend, and operations were resumed with a minimum of delay and inconvenience.

Weeks before the actual move, personnel in the main office were busy discarding obsolete and unnecessary items. Then, about a week before "M Day," they were given a supply of banana boxes in which to pack the items used about the offices. These boxes were taken by trucks to the new facilities; some were placed in their re-

spective offices, and others were stored in the basement. Certain desks, chairs and filing cabinets were moved on Saturday and Sunday. New desks and chairs for the girls in the general office had already been installed.

On Monday morning the secretaries, stenographers, bookkeepers and executives retrieved their material and the new Hinky Dinky headquarters began to function.

Working in carpeted quarters was found to be a pleasant change from the hard tile floors in the old building.

The change-over in the warehouse section was accomplished in a similar manner, but on a slower schedule. Several weeks before the headquarters move, the storage area began receiving new merchandise from suppliers and certain items from the old ware-

house, where the bulk of the order filling was still taking place. As operations gradually became more efficient and space became available, the majority of the warehousing procedures shifted to the new facilities, and order filling continued from both warehouses. Today, as this is being written, only a small percentage of Hinky Dinky merchandise is still in the old warehouse.

A computer has been installed to expedite receiving, order filling and merchandise control. This is in addition to the IBM data processing equipment transferred from the old headquarters building.

Concentration of operations in the new building is contributing to more efficient, more economical distribution of merchandise to the 46 Hinky Dinky supermarkets in Nebraska and Iowa.



Twenty-two desks on the left side of the general office are manned by bookkeepers, stenographers, payroll and accounting clerks, and girls assigned to various departmental staffs.

VIP's, Visitors and Victory—

Ceremonies Mark Realization of Founders' Long-Held Dream

Why all the features about the new Distribution Center? Because it is the biggest and most important thing that has happened to this Company! It is the result of dreaming, planning and working over many years, and countless heads and hands have had a part in it. Therefore, if we tend to boast a bit about our new quarters, we hope our readers understand and will forgive us.

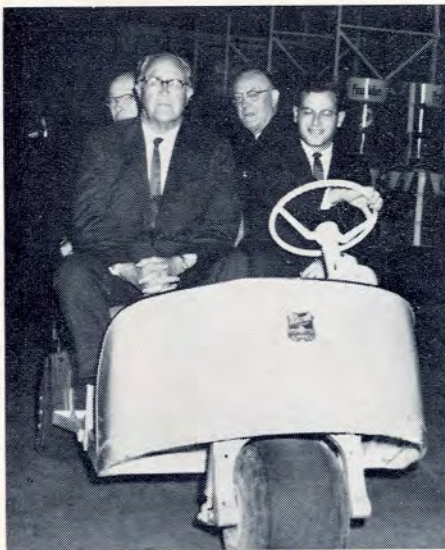
The formal opening came several weeks after actual occupation of the premises. It was necessary to have a "shake-down cruise" and to iron out existing problems before inviting the public to visit the installation.

Nebraska Governor Frank Morrison addressed the guests and officiated at ribbon-cutting ceremonies before the parade started through the offices and warehouse.

Executives and office and warehouse personnel were on hand to welcome guests and to answer questions.



Participating in the ribbon cutting were, left to right, Assistant Vice President Murray Newman, President Nick Newman, Mayor A. V. Sorensen, Board Chairman J. M. Newman, County Commissioner Jack Cavanaugh, Nebraska Governor Frank Morrison, and Hinky Dinky Executive Vice President Bob Newman.



Governor Morrison, left front, Ben Silver, left rear, a former treasurer and one of the founders of the Company, and Omaha Mayor A. V. Sorensen seem a bit apprehensive as they are taken on a tour of the Distribution Center in the superintendent's golf cart. Could it be because the chauffeur, Hinky Dinky President Nick Newman, insists on driving with his eyes shut?

A prominent attorney met one of his clients in front of his office building. She was an elderly lady, handsomely dressed and had with her a tiny French poodle.



The Guard of Honor, provided by American Legion Post No. 1, Omaha, raised the flag on the new flag pole for the first time to begin the ceremonies. At parade rest are Legionnaires Morris Shapiro, Eugene Kinney, Richard Larsen, Joe Baumgardner and Wesley Russell.

As the two talked over a business matter, the poodle became attracted to the attorney's shoes. Suddenly the attorney stepped aside. The woman looked at him and smiled, and said: "Oh, don't be alarmed, he won't bite."

"I'm not afraid of his biting me," the attorney said, "but I saw him raise his leg and I was afraid he was going to kick me."

—Jitney Jingle Smiles

Two young men had been having a few too many drinks and they were getting rather morose and sloppy in their reminiscences.

"Ya know somethin'," said one guy, with big tears rolling down his face, "I really don't know who I am. I was left on a doorstep."

"My gosh!" exclaimed his inebriated pal, "Maybe you're a milk bottle!"

—Jitney Jingle Smiles

HD Entries in Apple Display Contest Make Good Showing



The slogan of Nebraska University's football boosters, "Go, Big Red," worked in well with the "Kick-Off" theme of the apple display contest. This is the entry from Store 52.



Store 5 added a cartoon figure of a fat and sassy Nebraska football player.



Store 24 had a background of a football field marked off with all the proper lines.



No. 60 (now closed) departed from the football theme, preferring a sunburst over the arrangement of Delicious apples.



Bellevue's Hinky Dinky store used modernistic goal posts topped with cardboard Red Delicious apples at the ends of the display.

Hinky Dinky stores again showed up well in the final ratings of the Apple Display Contest sponsored by the Washington State Apple Commission. Five stores—Nos. 1, 5, 24, 59 and 82—were named third place winners.

Honorable mention went to Stores 13, 32, 33, 37, 41, 42, 44, 48, 50, 51, 52, 53, 55, 57, 58, 60, 62, 64, 66, 69 and 71.

Some of the outstanding displays are shown on this page. We regret that lack of space prevents the printing of all the pictures that were entered in the contest.

Tropical Trip in Store For PEP-Filled Managers

Hinky Dinky stores have been infested with PEP, and great things are expected as a result.

The four top-performing managers—those who show the greatest profit improvement for the first quarter of this year—and their wives will receive a five-day holiday at the Hotel Caribe-Hilton in Puerto Rico as guests of the Company.

This prize, which is "worth shooting for," will not be charged against annual leave.

Announcement of the winners will be made two weeks after completion of the quarter, and departure will be about two weeks later.

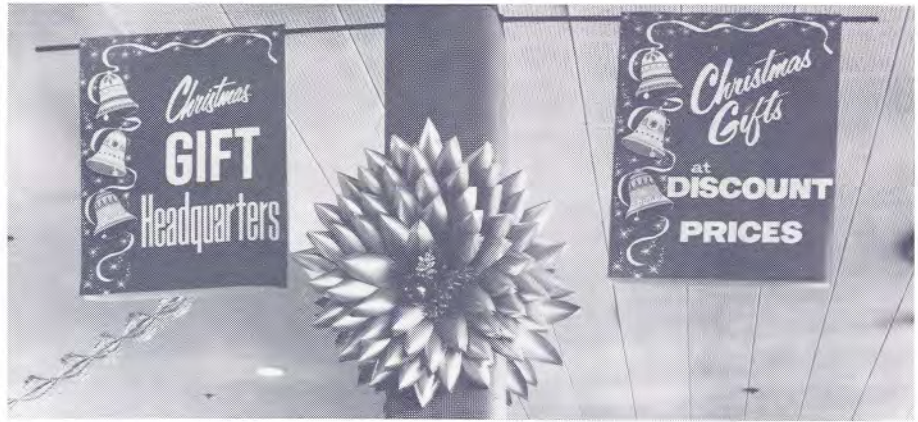
Festive Spirit Contest Spurs Outstanding Decorative Ideas

(Continued from page 7)

Store No. 69—Larry Herman, manager, home movie camera; Harry Kolb, market manager, home movie camera; Larry Fahrenholtz, transistor radio.

The following stores and markets were awarded honorable mention, and each individual named received a transistor radio.

Market No. 47, Vernon Crouse; Store No. 59, Bob Steinberger; Store No. 58, Jim Janssen; Store No. 68, Larry Schroeder; Market No. 68, Jim Garrison; and Store No. 82, Larry Anderson.



Christmas wreaths adorning Store 52 were made of discarded data processing cards sprayed with silver paint.



Santa caps worn by personnel in Store 1 were made by Nita Schroeder.



Store 1's decorations included corobuff brick houses over the end displays.



Store 57 had an unusually attractive office, including a tinsel Christmas tree super-imposed over corobuff walls.



A row of decorated and lighted Christmas trees inside the plate glass windows of Store 82 drew the attention of all who passed.

Progress Brings Promotions and Creating of New Positions

(Continued from page 10)

George Thomazin is the new superintendent of the Distribution Center, succeeding Ed Eagleson, who resigned,



George Thomazin

effective January 15, after more than 12 years of service.

George is 26 years old. He has a lovely wife, Judith, and a 2 year-old son, Christopher. The family resides at 13573 Walnut Street in Omaha.

George has had considerable valuable experience with the company, having filled a number of responsible positions. He has been an assistant manager of an Omaha store, manager of the store in Grand Island, and he was assistant personnel director at the time of his promotion to warehouse superintendent.

He will be in charge of receiving, warehousing and distribution of merchandise to the 45 Hinky Dinky supermarkets in Iowa and Nebraska.

* * *



Ron Elliott

Ronald D. "Ron" Elliott fills an important position with the Hinky Dinky organization. He is the man responsible for seeing that orders are delivered to the stores on schedule, keeping trucks in good operating condition and properly assigning capable drivers. He is "Transportation Manager."

Before joining Hinky Dinky, Ron was associated with the Social Security Administration.

He is a veteran, having served in the Air Force nearly four years, a part of which was spent in Japan.

Ron is a native of Oakland, Iowa; he is a graduate of Carson (Iowa) High School.

He obtained a bachelor of science degree from Northwest Missouri State College.

Ron and his wife Janice are parents of two daughters, Sheryl Lynn 7, and Julie Elaine 5. The family resides at 921 Spruce Street in Council Bluffs.

* * *



Jack Bjork

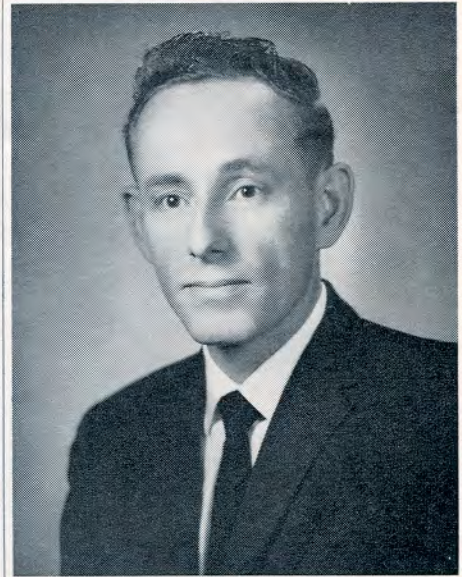
John C. "Jack" Bjork became manager of Store 12, Omaha, on September 16, 1964, being transferred from Store 52, Omaha, where he was assistant manager. He was then "transferred in grade" to Store 64, Omaha.

Jack started with Hinky Dinky in August 1958, only three weeks after he completed four years' service with the United States Navy, attaining the rank of radio man third class. (If your radio or television goes on the blink, do not, repeat do not, send for Jack. He says he only learned to operate 'em, not to repair 'em.)

The Bjork family, consisting of Jack, his wife Sharon and their 2 1/2 year-old son, Mark Allen, live at 3422 10th Avenue in Council Bluffs.

* * *

Earl Baker, who has been manager of Store 27 in Fremont for the last 8 1/2 years, has been transferred to the man-



Earl Baker

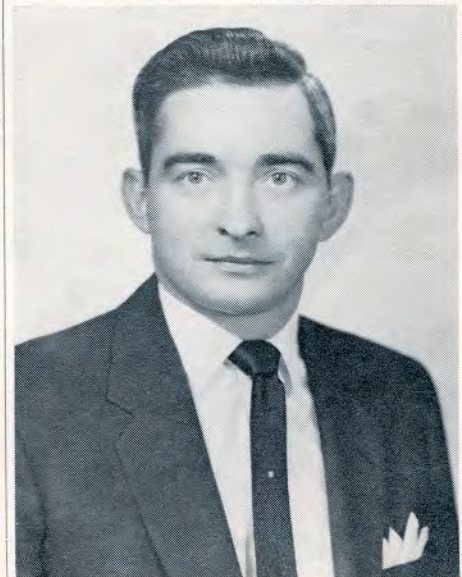
ager training program in preparation for possible further promotion. Earl has been a Hinky Dinky employee more than 15 years.

He will be succeeded as manager of No. 27 by Bob Breetzke, who has been Earl's assistant. Bob has had nearly 6 years of experience with the company. He and his wife, Angela, are parents of two children.

* * *

Bill Krepel, who has been steadily moving up the ladder since he started with Hinky Dinky nearly 24 years ago, has been promoted to the position of meat supervisor and is working out of Headquarters. He is one of few who has been both a market manager and

(Continued on page 19)



Bill Krepel

Hinky Dinky Family Loses Three Good Men Due to Retirement

When Hinky Dinky employees retire, they do not become divorced from the Hinky Dinky family. The ties of friendship that have been built up over the years continue on. They are still part of "that old gang of mine," which looks forward to seeing them at Company functions.



Meat Supervisor E. B. "Curly" Conklin and Market Manager Ralph Leckenby, Store 33, Nebraska City, have both retired after long and faithful service. Ralph had 17 years with the Company to his credit at the time of his retirement. Pictured above is one side of a table at the customary farewell (We never say goodbye.) luncheon at the Palazzo 'Taliano. Left to right are Clarence "Pete" Peterson, Harold Murray, Urdine "Lannie" Lancaster and Ralph, the guest of honor. Other guests included officials and executives of the Company.



Curly Conklin was a meat cutter and a market manager before he became a supervisor. He was well known to main office and meat market personnel. He was with Hinky Dinky nearly 31 years. Those identifiable at his table at his farewell luncheon were, left to right, Bill Krepel, Lannie Lancaster, Harold Murray, Curly, Larry Chelberg, Jim Schmidt, Bob Newman, Bill Bigger, and Glen Alley in the right foreground.

Curly has set up his retirement headquarters in Wahoo, Nebraska, where he will be only a short distance from good hunting and fishing territory.



One of the real veterans, experience-wise, in Hinky Dinky service, Warehouse Foreman Earl Jones, also retired within recent weeks. He began with the Company in April 1931 and filled several responsible positions, both in the stores and in the distribution end of the business. In the above picture taken at his farewell luncheon are, left to right, Herb Berkowitz, Ed Eagleson, Earl, Nick Newman and Ray Martin. Other executives and friends also attended.



Before Curly left the company to seek a life of ease (?), other men in meat operations with whom he had been most closely associated threw their own party for him at the Elks Club, where Market Manager Roy Wilkerson is Exalted Ruler. After a lively evening of fun and reminiscing, Curly's pals gave him an automatic shotgun. In the above picture, left to right, are Roy Wilkerson, Henry Chizek, Curly, Bill Krepel and Harold Murray.

Bargain Hunting Shoppers Throng Bargaintown, Puerto Rico



When the Carolina store opened, September 15, our Leased Food Department was crowded with customers.



Puerto Ricans appreciate an opportunity to obtain top quality meat products at rock-bottom prices.



Hinky Dinky President Nick Newman (center, left) chats with Lee Slusher, president of the Puerto Rico corporation.



Uniformed checkers working in modern checkstands carry out their duties according to the Omaha formula.



Customers were fascinated by the quality and variety of fruits and vegetables available in Bargaintown.



Sign in Spanish directs attention to the great variety of liquor and to every day low prices.

Progress, Promotions

(Continued from page 16)

a store manager. His last assignment, prior to his recent promotion, was as manager of Store 82, Bellevue.

When Bill was transferred to Headquarters, he was succeeded as manager



Larry Anderson

of the Bellevue store by Larry Anderson, who was promoted from assistant manager of Store 63, Omaha. Larry started with the company in September 1959.

He and his wife, Bonnie, are parents of a 2-year-old son, Rob Roy. They reside at 6906 North 63rd Street in Omaha.

* * *

Another new manager is Art Burbach, now in charge of Store 12, Omaha, succeeding Jack Bjork, who was transferred to Store 64. With the exception of time out for military service, Art has been with Hinky Dinky nearly 12 years.



Art Burbach

Welcome to Visitors from Scandinavia



To introduce two visitors to Hinky Dinky and Omaha hospitality, Kjell Gunnarsson of Sweden (left) and his charming wife, Anita, were met at the Greyhound Bus Station by George Thomazin, then of the Personnel Department. Kjell (pronounced "Chel") is editor of a national trade publication called "Self-Service," a magazine similar to "Progressive Grocer."

Kjell, who is in this country to learn American business methods, will spend six months with Hinky Dinky, working in all phases of the operation. The remainder of his 12-18 month tour he will visit other businesses throughout the United States. From time to time he will write articles concerning his observations for his readers in his native Sweden.

He was promoted to his present position from Store 57, Council Bluffs, where he was assistant manager. He has also served as grocery manager of Store 13 and as a member of the Inventory Crew.

On September 28, 1963, Art and Joyce Ann Gibilisco were married. They and their daughter, Jaqueline Marie, age 2½ months, reside at 3101 Evelyn Street, Omaha.

* * *

MORE PROMOTIONS

Store 75-D, Appleton: Produce Man-

ager Ron Sengstock to grocery manager of that unit.

Store 75-D, Appleton: Asst. Manager Ray Cardenas to produce buyer and specialist.

Store 76-D, Milwaukee: Meatcutter Frank Richinger to market manager of that unit.

Store 76-D, Milwaukee: Asst. manager Robert Crouch to manager, Store 74-D, Omaha.

Store 76-D, Milwaukee: Grocery manager Donald Buckner to assistant manager of that unit.

(Continued on page 20)

Stores 44, 57 Go Over the Top Again!



For the fifth straight year, Stores 44 and 57 have been awarded "Outstanding Citizenship" plaques for their performance in the annual United Fund campaign in Council Bluffs. Managers Russ Fulton, Store 57, (left) and Ed

Brown, Store 44, are shown receiving their awards from Campaign Chairman Roger Demary.

Only four firms received the fifth-year awards.

Contest Provides Incentive for Service

All Hinky Dinky stores competed in the Company's first annual Customer Courtesy Contest, and all gained through their efforts.

During the contest the stores were visited and rated by "mystery shoppers," actually employees of an independent research group. These men and women, who appeared to be ordinary shoppers, based their reports upon the degree of good customer relations and customer service within the store. Information from these reports was compiled and the results sent to Headquarters.

Store averages were then increased .01 for each valid suggestion sent in by an employee of the store for improving customer service and customer relations. The resulting figures determined the winners, and each employee in the winning store in each of the three divisions received transistor radio. Winners were:

Group A—Store 59, Lincoln

Group B—Store 49, North Platte

Group C—Store 43, Falls City

Store 51, Lincoln, which was runner-up for first place in Group B, received the President's Trophy for having done

most to make the contest a success; under the leadership of Manager Bill Hemmer, employees of the store came up with 27 ideas for improving customer service. Other stores winning extra credit for ideas submitted included Stores 50, 37, 39, 41, 45, 48 and 52.

It was the Company's intention to give a transistor radio to the supervisor whose stores averaged best in the contest ratings. However, stores supervised by Sam Garafalo and Al Opperman ended in a dead heat, so both supervisors received transistor radios.

Luke sent his picture to a Lonely Hearts club and they sent it back with a note saying, "We're not that lonely."

Progress, Promotions

(Continued from page 19)

Store 78-D, Brookfield: Clerk Gary Dargatz to grocery manager of that unit.

Store 66, Des Moines: Journeyman James Murphy to market manager, Store 70, Des Moines.

Warehouse, Omaha: Driver Richard Schmidt to foreman.

Store 82, Bellevue: Clerk Gary Wallace to grocery manager.

Store 5, Omaha: Clerk Robert Kemery to grocery manager.

Store 51, Lincoln: Produce clerk Clair Larsen to produce manager.

Only two cars were entered in the auto race held in Moscow: an American Ford and a Russian Moskvich. The Ford won easily. Next day Pravda reported:

"The Soviet Moskvich placed second, while the American Ford was next to last."

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