

Hinky Dinky

NEWS



SPECIAL PART-TIMERS' EDITION

VOL. XXII

JULY - AUGUST

NO. 4

Young Men Get Together To Learn About the Food Industry



Part-time employees of Hinky Dinky, such as this Omaha group, are attending a series of Career Days, during which they have opportunities to learn the facts concerning the most impor-

tant business in the world—food distribution. Company executives and key personnel explain their areas of operation, and the students are finding out that the supermarket business can be in-

teresting, dramatic, exciting, challenging—and competitive. Other details of the Career Days program, plus more pictures of those who participated, are on pages 7, 8, 9, 10 and 11.

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.

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VOLUME XXII
NUMBER 4

Active Member of
Associated Nebraska Industrial
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Editors

Clifford L. EllisEditor

HOMER the Homely Philosopher



Folks with heavy responsibilities on their shoulders are careful to place their feet on solid ground.

* * *

Our youngest is of the opinion that the best way to serve spinach is to someone else.

* * *

The writer of the best selling novel vows that his characters were taken from real life. All we can say is—"What a life!"

* * *

Discretion is the sense that a man acquires as the result of an experience which he wouldn't have had if he had used discretion in the first place.

* * *

Maybe Daisy won't tell, but she has a kid brother who is a big blabbermouth.

* * *

Why is it that when a fellow at last finds the perfect girl, he immediately starts making plans to altar her?

* * *

After attending his first movie, Junior was deeply disappointed. "I kept waiting for a commercial," he said, "so I could go to the bathroom."

* * *

A wise man is one who never plants more garden than his wife can take care of.

* * *

The legal department of the Internal Revenue Service is said to be considering a departmental theme: "It is better to give than to deceive."

* * *

Middle age is that period of time when you are too old to set a bad example and not old enough to give good advice.

'Better-than-Ever Opportunities Exist For Part-Time Hinky Dinky Employees'

by
C. M. Newman, President

(Editor's Note: Because this issue of your magazine is dedicated to the part-time employes of Hinky Dinky, it is particularly appropriate that the Career Days speech of President Nick should be reproduced in the space reserved for his column.)

The other day, a young fellow in one of the stores asked me whether or not there was any opportunity in this business. My first reaction was, "Are you nuts or blind, buddy? Can't you see what's going on around you? Don't you know that our company has doubled in sales volume in the past three years?"

But then it occurred to me that maybe he didn't know—that maybe we had failed to tell him about this exciting, dramatic food business and Hinky Dinky's part in it. This is one of the main reasons for this meeting.

First, I would like to acquaint you with a few facts about food retailing. In 1966 this industry will have sales of almost seventy billion dollars—well over one-fourth of all retail sales—50% higher than the entire automotive industry.

The super market is truly an American miracle. It represents the greatest single contribution to the improvement of the American standard of living. By reducing the cost of distribution from more than 40c of every food dollar to a little over 18c, it has increased the disposable income of every family by about \$300 a year.

Only two generations ago, nearly 50% of total family income was spent for food. This is still the case in most of the even highly developed countries around the world. Today the American consumer spends a little over 18% of disposable income for food.

Today's consumer can buy three times as much food for an hour's work as in 1916.

The super market is the symbol of the American way of life—the show case of democracy. It serves the masses—all can afford to enter and buy—and represents dramatically the abundance of food products in our country. Nowhere in the world is to be found as wide a variety of products of such high quality.

The super market is the forum where every consumer votes. It represents one of the basic freedoms—freedom of the market place—the freedom to spend as one chooses—the freedom to buy or not to buy. No wonder one of the first things to be seen by kings,

queens, princes and ambassadors visiting our country is a super market—the tangible demonstration of the productivity of American enterprise, and proof that our economic system works better than any other in the world.

An approximation of the cost per pound of our services dramatically highlights our efficiency and economy of operation in our business.

Fruits and vegetables are selected in the farm and field, transported to the store, ripened, trimmed, washed, wrapped, put in refrigerated display cases, money for them is collected, and they are put in Mrs. Housewife's car. All of this is performed in conveniently located stores with plenty of free parking, the utmost in sanitation, plus music—all for a little over 1 1/2 cents per pound!

Meats require the most skilled and expensive personnel, specialized equipment and, of course, the greatest mark-up per pound. We perform similar work and services as with fruits and vegetables, plus, of course, cutting and wrapping the meat and disposing of fat and bone. Our meat work is performed for about 9 cents a pound.

All other products are categorized as dry groceries. We stock about 6,000 different items. This merchandise is unloaded out of box cars from manufacturers, shipped to the individual stores, taken out of the cases, priced, put on the shelves, the bill is tabulated, money collected, merchandise put in the car for about 2 1/2 cents a pound. These charges per pound I have given you include our entire costs, overhead, profits and taxes. I think you will agree with me that we perform our services for reasonable fees.

Now, I would like to tell you more about Hinky Dinky. This company was started by my father 41 years ago with one little store on 24th & Vinton Street here in Omaha. Today, over 1,600 Hinky Dinky employees operate 44 super markets in Nebraska and Iowa. In addition, we operate 17 food departments in department and discount stores in Louisville, Kentucky; Birmingham and Mobile, Alabama; Appleton and Milwaukee, Wisconsin; Topeka, Kansas; Albuquerque, New Mexico; Baton Rouge and New Orleans, Louisiana; Tucson, Arizona; and Puerto Rico, as well as discount departments in Nebraska and Iowa. A total of 9 states and the commonwealth of Puerto Rico! In addition, soon we will have stores in Ohio and Texas and have agreed to enter another state. We are the exclusive food partners of the J. C. Penney

(Continued on page 6)

New Supermarket in Auburn Opens Doors to Delighted Public



When the new Store 32 in Auburn was unveiled by taking the wrapping paper from the windows shortly before noon on Wednesday, August 10, this was the view presented to residents of the community. Note the design, which is similar only to Store 42 in Seward. It is constructed primarily of concrete blocks and steel, with a large expanse of plate glass at the front of the store. Brilliant, but not glaring, lighting emphasizes the tasteful decor and brings out the graceful lines of modern shelving and fixtures.



Then came the ribbon-cutting. Taking part in the ceremony were, left to right, Non-Foods Buyer Clarence Hearn; Chamber of Commerce President Byford Elwonger; Hinky Dinky Vice President Chuck Monasee; Jaycee President Joe Edwards; Mayor Claude Matthews; (partly hidden) Bakery and Dairy Supervisor Glen Alley and Store Manager Elvin Shew; Miss Nebraskaland, Pat Knippelmier; (partly hidden) Chamber Office Manager Sharon Krickbaum; Miss Auburn, Mary Ann Griffith; and (partly hidden) Store Supervisor Al Opperman. Other notables also were present.



Next came the people—singly and in droves. Some came to look and to visit; others came to shop and to take advantage of the outstanding bargains that are always available on the shelves of every Hinky Dinky store. Everyone was most welcome.



It seemed that everyone in Auburn and most residents of surrounding communities were on hand to welcome the new store. In the foreground Vice President Chuck Monasee chats with Dick Stites of Radio Station KNCY, who conducted on-the-spot interviews.

Folks Say They Eagerly Watched Progress of Construction



Four checkout stands, plus a portable emergency stand, were operated at full speed to take care of the customers.



First to attract attention was this neat, well-stocked department filled with all kinds of top quality fruits and vegetables.



The Home Center, located primarily along the left wall of the store, contains hundreds of handy household and clothing items.



In eye-appeal, modern equipment, sanitation and lighting, the meat market in Store 32 is definitely among the Company's finest.



This five-tier, air-curtain dairy case is the latest and most efficient type available anywhere in the country.



Larry Kocken, left, and Chuck Oltman, right, of Roberts Dairy, posed with Manager El Shew in front of a display of Roberts' Products.

Atmosphere of Opening Like that of County Fair or Picnic



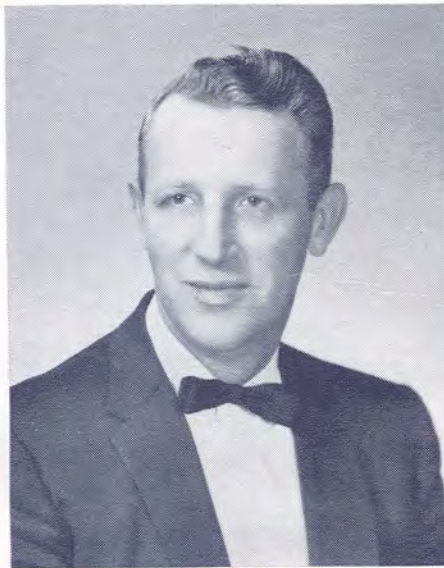
Free malted milk made many friends for Fairmont.



Five-cent hot dogs were popular with young and old.



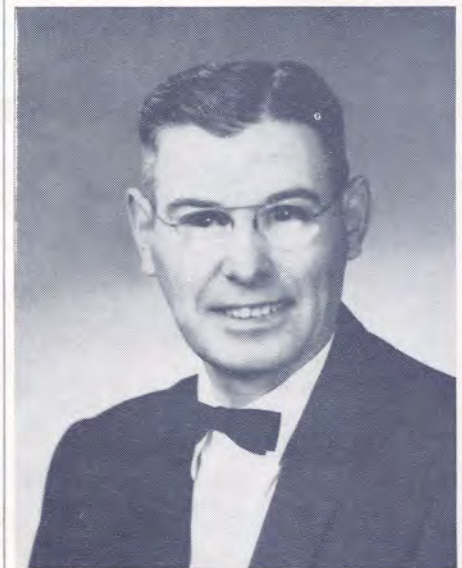
The "strolling troubador," Glen Grotian, pauses to chat with Miss Nebraska and General Merchandise Manager Les Scott.



Store Manager Elvin Shew



Drawings were conducted every half-hour for merchandise prizes. One of the winners was Mrs. L. Hofermann of Auburn.



Market Manager Everett Wolcott

Vacation Daze

Ron Bluvas, Store 13, visited his brother in Indianapolis. Ned Julian spent his vacation with friends in Chicago and Milwaukee.

Ben Mielak, Market 51, and his family went to Los Angeles and Las Vegas. (P.S. He lost.) Ben advises all who are under 39 years of age to take this trip.

Bill Wisbey, Store 51, also went to Las Vegas. When asked how he fared in the famous gambling city, Bill said, "No comment."

Jim Janssen, Store 58, and his family visited Yellowstone, San Francisco, Los Angeles, Disneyland, San Diego, Hoover Dam, Grand Canyon and Petri-

fied Forest. He reports that trout fishing in the California mountains was excellent.

At Store 64, Ken Weber and his family visited his mother in Butte, Nebraska; Bob Shane went to Long Pine; and Cindi Sokol toured Washington, D. C., New York City and Chicago.

Arnold Thurlow, Store 68, and his wife Lori spent their vacation in the Black Hills and Yellowstone Park area.

Bob Schmid, Store 37, spent a couple of weeks on active duty with the National Guard at Camp Ripley, Minnesota.

Dan Golden, Store 44, and his wife went to California.

Vacationers from Store 82 included Larry Brown to North Carolina, Ten-

nessee and Missouri; Larry Anderson to the Badlands and St. Paul; and Ruth Carlson to the Lake of the Ozarks.

Store 43 reports that Steve Werner spent his vacation in the Black Hills.

Store 57's manager, Russ Fulton, went to Disneyland.

Don Sproul, Station 57F went fishing at Dryden, Ontario.

Don Hargis, Market 63, visited in Kansas City, Missouri; Evelyn Rotolo spent her vacation at home, but it was marred by a death in the family.

Jim Helm, Store 24, spent his vacation at home; Ken O'Dea visited in Sioux City.

Lucy Young, Store 70 plans to take her two weeks in New York; Sandy Sac-

(Continued on page 12)

'Better-than-Ever Opportunities Exist,' Company President Tells Part-Timers

(Continued from page 2)

Company — the world's second largest department store chain. We also have a similar relationship with Walgreen's, the world's largest drug store chain.

Already we have achieved one of our goals — we operate the world's smallest national — no, international food chain. Our next job is to make Hinky Dinky the world's best grocery company.

Now, how do we get to be the best? That's where you come in! We must give the lady what she wants. Customers shop at the store that they consider the best, and best to them means: variety, cleanliness, brightness; a well run efficient store; merchandise in stock; top quality, particularly in perishables; a wide selection of national brands, plus private label values; low prices — the best values in town; merchandising interest and excitement; and probably most important of all, friendliness, and the feeling that the people in the store are interested in them. Interested enough to talk to them, to say "Hi", to thank them, to open a car door, to see that the groceries placed in her car will not topple over, that merchandise put in a sack will not be crushed or damaged and that all items will be unloaded in the kitchen in the same fine condition they were found in the store. Certainly we operate good stores, but in this tough, competitive business, we must constantly improve.

You fellows have more contact with our customers than anyone else at Hinky Dinky — certainly a heck of a lot more than I do — and because of this you can do more than anyone else to make Hinky Dinky the best place to shop.

Now, how about that question: Is there any opportunity in this business? We have grown to a company of over 2,700 employees — 1,200 full time, 1,500 part time. Did you know that over 100 of our full-time employees earn \$10,000 a year or more?

There are all kinds of opportunities for you — department managers, store managers, supervisory positions and other executive jobs at headquarters. A very high percentage of our store managers and other executives started in this business as part-time employees. If you are planning to go to college, you should be interested in the Hinky Dinky scholarship program as a way to help you get your degree.

You will find practically every business function you can imagine per-

formed in this company — data processing, accounting, engineering, real estate, warehousing and material handling, financing, operations, buying, merchandising, advertising, public relations, labor relations, and personnel.

Although it is my interest to attract as many of you as possible to make a career in our company, there are thousands of men in other aspects of the food industry, such as manufacturing, national sales, and national advertising, who began their work as part-time employees in the super market. Every day I meet executives, both in the food industry and in unrelated businesses, who value their first working experience they obtained as a part-time worker in a super market.

The lessons you can learn about hard work, dealing with the public, getting along with bosses and fellow employees can serve you the rest of your life. When somebody applies for a job with us, we ask him, "What kind of part-time experience did you get while in school?" All employers want this kind of background.

Make the most of your part time experiences, learn things while you are in school so that you will be ahead of others in experience when you get out of school. Build up a good work record that will help you when the time comes to get full-time employment.

We are important to you and you are very important to us. Let's work together to make Hinky Dinky the best place to shop and work.

8 Blood Donors Give Nearly Twenty Gallons

Probably due to the vacation season, there has been a drop in the number of blood donors at the Regional Blood Center in recent weeks, but we note that the Gallon Club members are performing faithfully.

Among those who have donated blood since our last accounting are:

Bill Bigger
Dick Julian
Bob Haase
Walt McCannon
Harlan Noddle
Marshall Bernstein
Danny O'Donnell
Andy Tarsikes

Over a period of time, this little group has contributed a total of 154 pints or nearly 20 gallons of blood.

Hinky Dinky Weddings

Clifford Leach and Pam Kellogg were married May 1 at Parkside Baptist Church in Bellevue. Those who attended the wedding included the immediate families of the couple and the bridegroom's fellow employees at Store 82.

Chuck Rollinger, Store 79, and Linda Mohning plan to be married September 11, after which the couple will reside in Le Mars, Iowa, where Linda is employed by the Roger Tyler Beauty Salon.

Part-timer Tom Burgett and Checker Pat Miller, Store 70, have announced their engagement. An August 1967 wedding is being planned.

Checker Carla Miller, Store 47, was married to Dewey Teel on June 9 at St. Patrick's Catholic Church in McCook.

Earl Buckles, son of Kathy Buckles, Market 40, and Judy Neukam will be married August 13 at All Saints Episcopal Church in Omaha. Earl formerly worked part time at Stores 12 and 40.

Clair Larsen (Store 51) and Joan Ideen were married April 17 at Grace Methodist Church in Lincoln, after which they spent their honeymoon in the Ozarks.

Don Staroska, Store 13, claimed Miss Barbara Jean Bartak as his bride at St. Bridget's Church in Omaha, on April 23. After the wedding they spent a few days in the Black Hills of South Dakota. They are residing at 1318 South 20th Street.

Bob Kemery, Store 5, and his wife, the former Gloria Outland, spent their honeymoon in Weldon, North Carolina, where they visited Gloria's relatives. Bob and Gloria were married June 18 at the Grace Baptist Church in Omaha. They are setting up their new home at 4310 South 25th Street.

Grocery Manager Earl Twiss, Store 58, has a new son-in-law, Donald Steven Tesdell. The happy bride is the former Marcene Twiss. The young couple is residing at 3523 University Avenue in Des Moines.

John and Carol Ann Blankenship began their married life on June 11, at St. Agnus Church in Baton Rouge. John is an employee of Store 86.

Sheryl Bigger, daughter of Bill Bigger, director of advertising and Public Re-

(Continued on page 12)

Part-Timers Are Briefed On Food Field Careers; Executives Are Teachers

In line with national thinking that today's youth needs more information concerning business and industry, the opportunities they offer and what they require in return, Hinky Dinky has set up a Career Days program to enlighten its part-time employees regarding the field of food distribution.

Four day-long programs were presented for part-timers in Omaha and the surrounding area. Two half-day sessions were held in Lincoln. Others were or will be in Des Moines and out-state Nebraska.

Speakers who have participated in the programs to date include: President Nick Newman; Executive Vice President Bob Newman; Board Chairman J. M. Newman; Vice President Chuck Monassee; Personnel Director Jim Herron; Store Supervisor Sam Garafalo; Personnel Supervisor Bill Fast; Checker Instructor Nita Schroeder; Grocery Buyer Allen Noddle; Assistant Store Managers Jim Huyck and Cal Campbell; and your editor.

The speakers pointed out that Hinky Dinky is limited in its plans to expand its operations only by the scarcity of capable, trained personnel; that experience gained through part-time employment during the school years provides the means for more rapid advancement in the full-time ranks; and that there are many opportunities now and in the future for capable, ambitious and deserving employees who desire a career in food distribution.

The speakers also explained that there is much more involved in the supermarket business than the actual selling of groceries; there are opportunities in accounting, advertising, buying, labor relations, personnel, operations, transportation, and other allied activities.

At the end of each session, every part-timer who attended was presented a "graduation certificate" signed by Hinky Dinky's president, vice president and personnel director. Each also received a "Sacker's Manual," a copy of "The Hinky Dinky Story," and a "Hinky Dinky Staff" T-shirt. The Omaha employees also were given a tour of the Distribution Center.

Hinky Dinky is confident that its part-time employees now have a better understanding of the American free-enterprise system.

The honeymoon is over when the husband gets out of the car at a drive-in movie to wipe off the windshield.—Brooks (Alta.) Bulletin.

Charts and Posters Serve as Textbooks

FACTORS INFLUENCING CAREER SELECTION

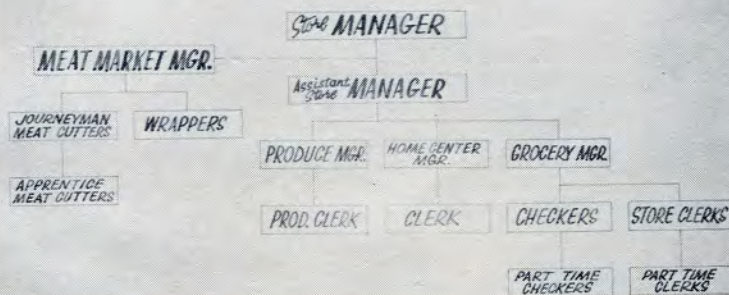
- 1- EMPLOYMENT SECURITY
- 2- OPPORTUNITY FOR ADVANCEMENT
- 3- GOOD PAY
- 4- PLEASANT WORKING CONDITIONS
- 5- OPPORTUNITY FOR TRAINING

CAREER OCCUPATIONS

- ACCOUNTING
- ADVERTISING
- BUYING
- DATA PROCESSING
- ENGINEERING
- INSURANCE
- LAW
- LABOR RELATIONS
- MERCHANDISING

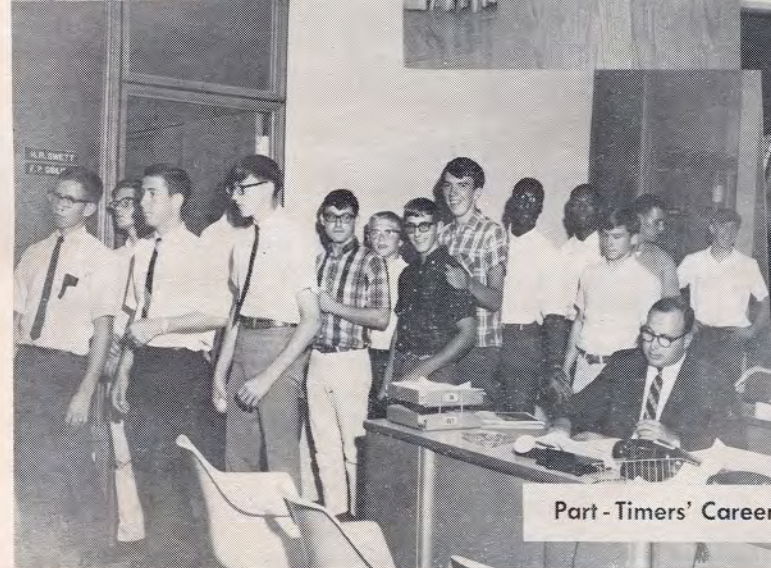
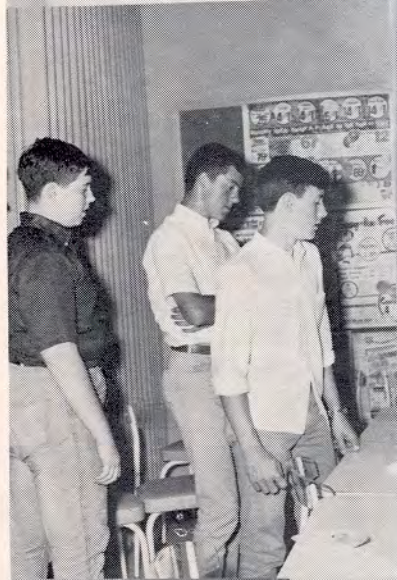
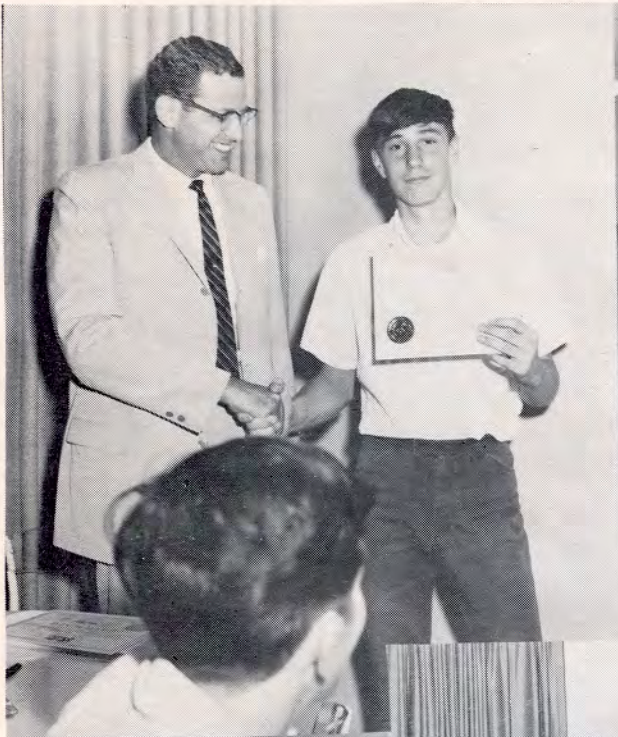
- HINKY DINKY
- OPERATIONS
 - PERSONNEL
 - PRINT-ART SHOP
 - PUBLIC RELATIONS
 - REAL ESTATE
 - RESEARCH
 - TRANSPORTATION
 - WAREHOUSING

STORE ORGANIZATION



BENEFITS HINKY DINKY

- LIFE INSURANCE
- WEEKLY SICKNESS & ACCIDENT
- HOSPITAL INSURANCE
- PAID VACATIONS
- PAID HOLIDAYS
- SAVINGS PLAN
- RETIREMENT PLAN
- TUITION REFUND
- REST PERIODS
- FUNERAL LEAVE
- JURY DUTY PAY
- SCHOLARSHIPS



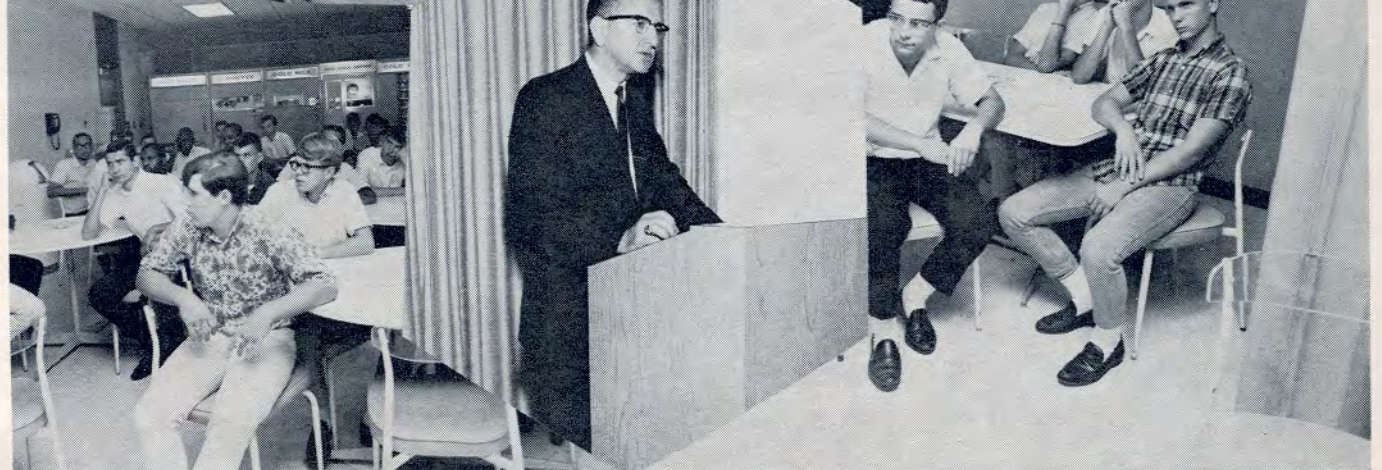
Part-Timers' Career Days



Part - Timers' Career Days



Part-Timers' Career Days



Part-Timers' Career Days

Warehouse Crew Dares Store 69 Softball Team To Place Title on Line

After seeing the smiling faces of Store 69's championship softball team in the last issue of the **News**, Hinky Dinky warehousemen and drivers are loudly protesting. In their opinion, Store 69 "doesn't have the necessary depth of feeling to be in charge of a nice little guy like Squeezix (the trophy). We are better qualified to give him the loving care and attention he deserves, and we are ready, willing and able to prove it on the field of honor."

To further emphasize their determination to take the championship from Lincoln, the warehousemen and drivers have issued the following challenge:

"Whereas, we, the warehousemen and drivers softball team, having amassed among us the greatest aggregation of softball talent to be found throughout the length and breadth of our company, and

"Whereas, we consider the so-called champions, hereinafter referred to as the Unmentionables, so lacking in the talent department that they are unable to hit their own mouths with a wet noodle, field a bean-bag or throw anything but the proverbial bull, and

"Whereas, the so-called champions are adept only in the art of running, as proved by their running away from and artfully dodging opportunities to prove their mettle,

"Now, therefore, **Be It Resolved** that unless aforementioned Unmentionables accept this challenge to prove their right to the title of champion by lawful competition at a time and place mutually agreed upon by both teams, said title shall be declared forfeit, and the trophy shall pass into the hands of the challengers.

"If this challenge is accepted and a contest shall be forthcoming, may the best team win—and we hope the Unmentionables won't feel too badly over their defeat.

"However, if this challenge is ignored, a protest demonstration shall be staged before the City Hall, the Governor's Mansion, the White House, the United Nations, and Shakey's Pizza Parlor."

(signed) Richard Smolinski
Captain and Bat Boy

Vacation Daze

(Continued from page 5)
co visited relatives in California.

Lene Chvatal, part-time checker at Store 41, was more fortunate than most of us who take vacations. Hers was paid for; she won a trip to Washington, D. C. and was permitted to spend part of her time in Chicago.

Weddings

(Continued from page 6)

lations, became Mrs. Bob Schmidt on July 16. The bride is a former part-time employee of Hinky Dinky, having worked in the headquarters office.

Drivers Receive Awards At Recognition Luncheon For Outstanding Records

Good work does not go unnoticed or unappreciated.

In appreciation of their excellent driving records, 31 Hinky Dinky truck drivers received checks from the company, plus safe driving medallions, at an awards luncheon in their honor on July 16. The event took place at Mr. Kelly's restaurant in Omaha.

Drivers receiving first-year awards were Stan Chapin, Tom Hobbs, Earl Hunt, Herb McKern, Walt McCannon, Dick Parks and Allen Reedy.

Second-year medallions went to George Carlin, Hugo Glocke, Clarence Johnson, Lambert Kaspar, Ed Marcinski, John Mitchell, Bill Morris and Don Stancliffe.

Three men received third-year recognition. They were Bob Jones, Grant Kirchhoff and Ed Pleskach.

Thirteen were in the fourth-year class. Included were Don Bowman, John Chudy, Pete Crum, Bernie Daniels, Ed Day, Clarence Dew, Bob Forrester, Don Hunt, Adolph Kula, Fred Schwalm, Bob Tichota, Bob Wehrl and Jack Zeluf.

During the meeting, Leroy Leist was elected to the accident examination and evaluation committee. Holdover members for another year are Joe Vavruska, Bob Forrester and Fred Schwalm.

Principal speaker for the awards luncheon was George Nothhelfer, executive director of the Omaha Safety Council. His witty and interesting presentation of traffic safety information was appreciated by his audience.

Company executives participating in the program included President Nick Newman, Vice President Chuck Monassee, Transportation Manager Ron Elliott, and Warehouse Superintendent George Thomazin.

In Sympathy

Charles Brooks, brother of Al Brooks, Store 5, died June 2. Another brother, Larry Brooks, passed away on May 20.

Joseph Gradoville, husband of Lois Gradoville, Store 24, died July 5. Funeral services were in Plattsmouth. Lois' father-in-law, Tom Gradoville, also passed away on June 22.



Fresh Produce

Al Brooks, manager of Store 5, is having trouble buttoning his shirt across his chest. He's a grandfather. His daughter, Kathy Dietz, a former Hinky Dinky checker, and her husband became parents of a daughter, Christine, on June 7. She weighed 10 pounds, 15 ounces at birth.

We have just been informed that Bill and Sandy La Rose have an addition to their family—Marilyn Louise, who was born March 6; she weighed 8 pounds 2 ounces. The mother is the office girl at Store 13.

Vince Carroll, Market 5, and his wife have a new son, David Brian, who arrived June 1, weighing 8 pounds 15 ounces.

Scott Allen DeVaney is the new boss in the home of Mr. and Mrs. Jerry DeVaney. He came on the scene at 2:14 a.m., June 21, weighing 7 pounds 8 ounces. Jerry is employed at Station 57F in Council Bluffs.

Greg Gallup, Store 57, and his wife greeted a son, Randal Greg, for the first time on June 20. The young man weighed 9 pounds 4 ounces.

Jim and Pat Murray had an addition to their family on July 18. Robert Patrick, who weighed 7 pounds 11 ounces, was welcomed also by a brother and a sister. The father is manager of Store 63.

Ralph Murray of the Inventory Crew and his wife became parents of a son, Jeffrey Joseph on July 17. He weighed 8 pounds 2 ounces.

Incidentally, both Robert Patrick and Jeffrey Joseph are grandsons of Meat Supervisor, Harold Murray.

Al Middleton, manager of Store 52, and his wife Jean also are parents of a son, James Allen, who arrived August 26, weighing 7 pounds 7 ounces.

Corbin Siemering, Market 62, is telling folks about his first grandchild, Cory Len Nixon, who was born June 2.

Roy Martin, Store 86D, and his wife increased their family by the addition of a 6 pound 15 ounce son on May 16. The young fellow is the second child in the family.

Jack (Distribution Center) and Cecilia Zuerlein welcomed a new daughter into their home on July 19. She weighed 6 pounds 9 $\frac{3}{4}$ ounces. She has been named Joni Marie.



Driver's Safety Award Luncheon
Omaha, July 16, 1966

Hinky Dinky Provides Equipment for Neighborhood Park



President Nick Newman presents \$500 check to Mrs. Fanny Lou Goodwin, chairman and principal organizer of the Lake-Charles Community Park Project.



Standing, left to right, Store Manager Art Burbach, President Nick, Mrs. Cal Holmes, Mrs. Goodwin, and Assistant Manager Fred Gibson. Seated are volunteer workers.



Conferring with persons already introduced are, center, back row, Rodney Wead, Community Relations Director of the Catholic Action Committee, and Jim Pokorny of Hinky Dinky.



A few days after presentation of the check, the playground equipment arrives—and so do the kids. They came in all sizes and from all directions.



Boys and girls, from the largest to the smallest, lend many willing hands to the task of unloading the truck and placing equipment in position.



Bob Paskach of the World-Herald confers with Mrs. Goodwin and a group of youngsters as they wait for workmen to begin assembling the various pieces.



West End Company Picnic
McCook, July 17, 1966



Roberts Has Party for Managers and Executives on June 20



The Grandstand—A vantage point to observe some wild softball antics, such as Herman Barron bouncing three times on his hip pockets while sliding into third base.



The Dugout—Would-be players waiting to get into the game—any kind of game. Everyone present enters into the spirit of the occasion at a Roberts party.



The Seminar—You may call it what you like, but the participants prefer to think of this type of gathering as educational; they are wiser when it's over.



The Line-Up—For steaks, that is. Judging by the smiles of Manny Kreitstein and Jim Grabenschroer, they are ready, willing and able to do their share at the table.



The Bull Pen—And we do mean bull. It's a good place for the occupants, who are telling tall tales.



The Form—Jim Huyck shows how a horseshoe should be tossed to rack up a ring. P.S. He missed.



The Bomb Sight—Herb Berkowitz demonstrates a new technique; he tosses where his cigar points. P.S. He missed, too.