

# Hinky Dinky

# NEWS



VOL. XXIV

SPRING-SUMMER 1968

NO. 2

*'Dedicated To Serve the World's Best People--Our Customers'*



Looking on as Board Chairman J. M. Newman cuts the ribbon officially opening Store 100 are, left to right, District Manager Sam Garafalo, Executive Vice President Bob Newman, President Nick Newman, Vice President Ray Becker, Auditor Bob McGovern, Produce

Manager Ken Shidler, Location Manager Jim Murray, Data Processing Manager Eldon Cherry, Service Station Supervisor Herman Barron and George Brown, manager of Arlan's Department Store, our next-door neighbor. The group enjoyed watching "J. M." work

his way through the wide ribbon with a tiny pair of scissors. After a number of cuts, the ribbon finally fluttered apart and the "christening" ceremony was completed on schedule, promptly at 10 o'clock on the morning of June 19.

# HINKY DINKY NEWS

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



VOLUME XXIV  
NUMBER 2

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

Gifford L. Ellis .....Editor

## HOMER the Homely Philosopher



To put more spice into married life try putting a little sugar into what you say to your partner—and take what she says with a grain of salt.

\* \* \*

Tax collectors must be optimists; they go right on searching for untold wealth.

\* \* \*

Joe Blfsk says he plans to retire to a small town that's so leisurely the May flies don't arrive until July 4.

\* \* \*

More troubles can be traced to in-laws than to outlaws.

\* \* \*

Taking a speed reading course makes it possible for you to become more thoroughly misinformed on a lot more subjects.

\* \* \*

A pretty girl ain't like any of the "melodies" we've been hearing lately

\* \* \*

About the only thing you can't find in a modern supermarket is Junior when you are ready to leave.

\* \* \*

Uncle Fred says he has no trouble meeting expenses; he finds 'em everywhere.

\* \* \*

Grandma is in favor of progress, but she says it's ridiculous when miracle drugs have the patient back home before the get-well cards arrive at the hospital.

\* \* \*

More traffic accidents are caused by tight drivers than by loose brakes.

\* \* \*

Beware of flattery. It is often a gift-wrapped insult.

\* \* \*

When our cousin from the city saw a Shetland pony, he yelled, "Look! A compact horse."

# Responsibility for Morality of Nation Rests with Each of Us, Says President

by

C. M. Newman, President

I am writing this on the morning of June 6, the day that Senator Robert Kennedy died from an assassin's bullet. The flag in front of our Distribution Center flies at half mast.

On television last night and today, our national leaders voiced their deep concern with the conditions in the United States that allow such a thing to occur with sickening regularity. Government leaders are decrying violence, suggesting we must control and limit our citizens' access to sources that stimulate violence, such as movies, television, books, guns, etc.

**It seems to me the real need is for a heightened sense of morality among the people. Morality must well up from within the people themselves, rather than be imposed on them from the top.**

Civilization means people living together closely in community, rather than as loners. To be civilized means imposing certain restrictions on our behavior and voluntarily curbing animal instincts by common sense and laws. It means dividing conduct as to what is acceptable and unacceptable.

The primary responsibility for the current failure of morality in America rests with us, the ordinary citizens. What must a person do about it? We begin by ascertaining that we, personally, live a moral life.

In the past seventeen months 108 people working for our company have been apprehended and dismissed for dishonesty. What kind of morality is that? Granted, stealing groceries or money out of the cash register is not the same as shooting a man, but this high percentage of people who are so ready to take that which does not belong to them testifies to the decline and inadequacy of the teaching of and the commitment to morality in our country.

Besides being moral ourselves, we can participate in and influence the institutions about us, beginning at home. We can raise our children to have a complete commitment to morality. We can talk with our children regularly, not only about life's joys and rewards, but also about its problems and challenges. We can teach our children faithfully, not merely leaving the tasks of moral instruction to the church and school. We can discipline our children sometimes, too.

To the church has been given the primary responsibility for the definition and promulgation of moral principles.

In business we judge by results. If we judge the church by results, it has failed. Almost daily we learn of instances of a minister, rabbi or priest who has failed to take a position or promote a moral issue because he fears offending his congregation or losing his position. Plainly, this lack of courage and the over-commitment to material comforts is a moral failing common to many of us.

Poor values are from within many of our major institutions, schools, local and national government, unions and even fraternal organizations. Emphasis is put on the dollar, on power, prestige or competition, and under-emphasis is put on what we must do to return to the principles that once made America great. Have your children ever come home from school and told of having been introduced to weak or improper conduct or values? When you attend P.T.A., do you find its meetings devoted almost solely to small tasks, such as raising money for school band uniforms without much concern for improving programs and curriculum? Have you done anything about it?

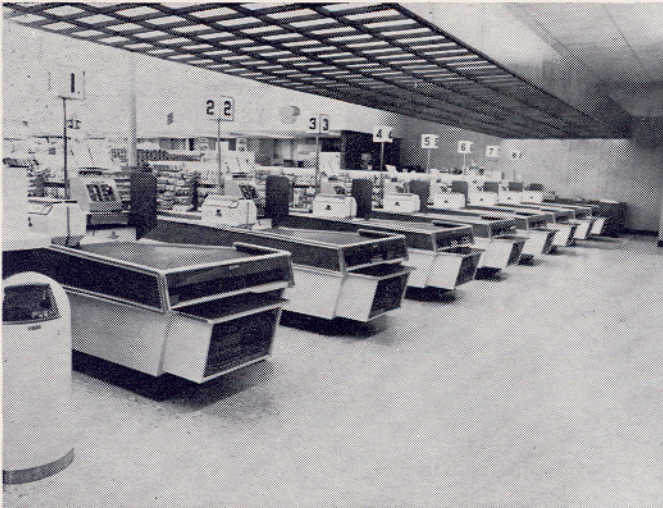
How many of you have been willing to accept persons to represent you whom you know do not subscribe to acceptable moral standards? Have you accepted them because they were good negotiators or could make you a "good deal," regardless of their honesty or morality? In your church groups and fraternal organizations, do you work to promote programs to help people less fortunate than yourself? Do you devote any of your free time to serving others?

**This country will return to being a moral nation when each individual accepts responsibility to the extent of his own ability to work for morality whenever he can.**

**We want our children to grow up in an atmosphere where they can walk the streets without fear and live in peace and moral respect with their fellow man. To make this come about, we had better get to work now.**

**Join Your  
Hinky Dinky Employees  
Association**

# 'Hinky Dinky Store on Saddle Creek Road' Opens on Schedule



The eight checkstands in Store No. 100 are equipped with the best cash registers available and manned by well trained personnel.



Lighting in the drop ceiling over the checkstands is unique, designed specifically for the new store. Illumination is bright but not glaring.



Frozen foods cases are of the three-tier variety, with additional display space on the top shelves, permitting a wide selection of foods to be offered.



One of the roomiest produce departments we have seen. The aisle has ample room for the maneuvering of shopping carts, even with roll-outs in use.



The meat department decor features the natural wood finish that has proved to be popular in other Hinky Dinky stores opened within recent years.



Here something new has been added. This brick archway leads to the rear of the showcases in the bake-off bakery and delicatessen department.

## New Norfolk Store Sparkles Like a Gem Behind Steel Curtain



Strong steel curtains effectively protect Store 102 when it is not open for business. They disappear into the ceiling during shopping hours, permitting

### Store No. 102 Presented To Hinky Dinky Patrons In Northeastern Nebraska

Hinky Dinky No. 102 opened May 16 in Norfolk, replacing Store 50, a smaller, out-moded unit which had been in operation since 1950.

Located in Sunset Plaza, Store 102 is an innovation in Hinky Dinky Super Markets. During business hours the entire front of the store opens directly into the mall; there are no doors. This arrangement lends a light and airy touch and invites customers to stroll into the store at will from any direction.

Security is accomplished after closing time by means of heavy grill-like steel curtains that are cranked down from their hiding place near the ceiling and securely locked.

The grand opening of the plaza and

customers to wander in and out at will from the adjoining mall.

Six high-speed checkouts take care of customers, although it was necessary

the opening of the new Hinky Dinky Super Market coincided. Ceremonies for the over-all business complex in the main aisle of the Center were followed by the cutting of a ribbon at the Super Market, with Executive Vice President Bob Newman officiating.

The new store, which occupies 15,000 square feet of floor space and has 11,500 square feet in the sales area, is approximately 50 percent larger than the old store and is up-to-date in every respect.

The biggest problem with becoming wise is that you suddenly realize how foolish you've been. — The Danville (Ind.) Gazette.

The only people you should want to get even with are those who have helped you.—Boonville (Mo.) Cooper County Record.

at times during the grand opening to man two emergency checkstands to handle the overflow of customers and to provide carry-out service.

## Hinky Dinky Weddings

We received a nice color picture of newly-weds Ronnie (Store 84D) and Bettye Wilhelm. We regret that we can't show you how happy Ronnie and Bettye looked on their honeymoon in New Orleans. (We are unable to use color prints, due to the cost of reproduction.)

Ned Julian, Store 57, and Judy Simons were married on April 27.

Wedding bells rang on June 15 for two employees of Store 64, when Linda Rowell and Richard Boise said "I do" to each other.

# Double Ceremonies Open Shopping Center & Hinky Dinky 102



Staff Sergeant Charles B. Morris, winner of the Congressional Medal of Honor, and Marvin Schaffer, representing Sunset Plaza, officially open the shopping center. KETV News Director Lee Terry was master of ceremonies.



Executive Vice President Bob Newman cuts Hinky Dinky's ribbon (appropriately with a case cutter). Looking on are District Manager Al Opperman, left, Location Manager Lou Brtek and Assistant Manager Dale Kesting.



As they stroll through the shopping center, patrons can see the colorful produce department through the plate glass windows separating it from the mall.



The meat department follows the design and decor of recently constructed stores, featuring natural wood finish. The market boasts the finest equipment available.



The frozen foods section of the grocery department is a great deal larger than that of the old store, extending the full length of and on both sides of the aisle.



Six checkouts speed customers on their way with a minimum amount of delay and the maximum in customer courtesy and service, a Hinky Dinky tradition.

# Career Booth 'Manned' by Life-Size Pictures of Employees



Sacker George Claxton and Checker Pat Awalt appear to be tending the Hinky Dinky booth at the Careers Fair, held May 11 in Omaha's Civic Auditorium. Actually these are life-sized pictures of George at work in Store 54

and Pat checking out a customer at Store 80.

The projector and rear-projection screen near the center of the table showed color slides of Hinky Dinky personnel working at various jobs; the pic-

ture changed every 20 seconds. Personnel Supervisors Bill Fast and Larry Anderson constructed and manned the booth, and passed out literature to persons interested in careers in food distribution.

## The Boss and The Benefits

WASHINGTON — A 1965 survey showed that employee benefits were costing American businessmen \$75 billion-plus each year — nearly four times as much as dividends paid stockholders. A similar survey for 1967, being conducted by the Chamber of Commerce of the United States, indicates total fringe benefits may now be worth \$90 billion.

Payments for vacations (now averaging 11 days), holidays (6), rest periods, etc., constitute almost half of the total fringe costs. Other obvious benefits are pensions, Social Security, workmen's compensation, hospitalization and surgical care insurance.

What is not so obvious are the advantages that go beyond the usual fringes, but are benefits nevertheless.

Employee cafeterias, for example. Most companies operate cafeterias at cost.

It can be argued, within reason, that premium pay for overtime and holiday work — all pay except for straight-time work — should be considered a fringe benefit.

Not all the benefits can be calculated in dollars and cents. All that can be said for sure is that fringe benefits are costing business a pretty penny. And fringe costs are shooting up twice as fast as wages.

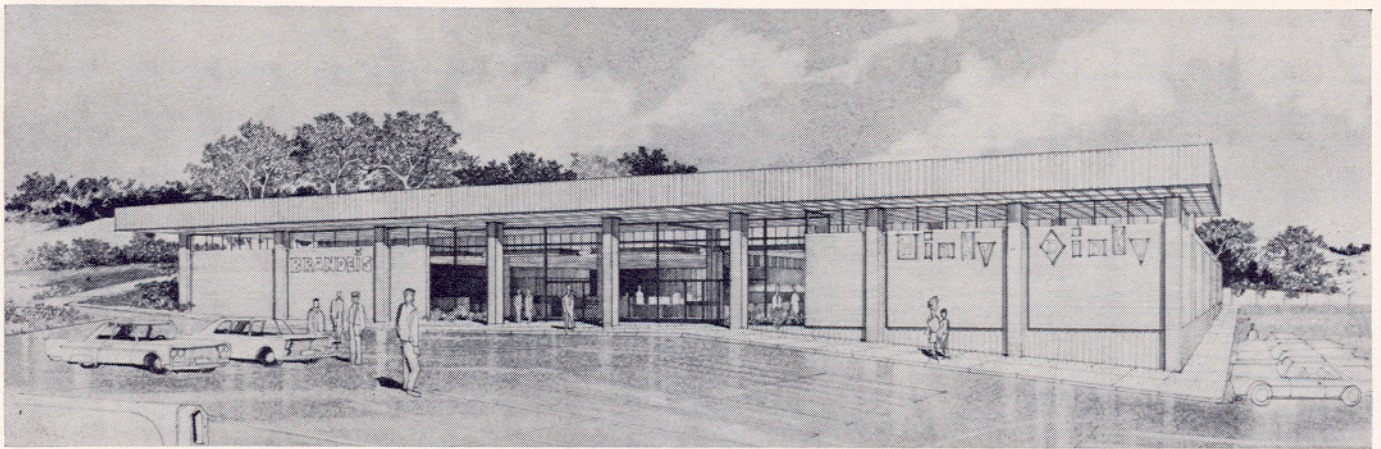
The National Chamber comments that the only place to find a Scrooge today is in the works of Charles Dickens. True, laws compel some benefits, but not nearly all that employees enjoy. The businessman is aware that such benefits greatly improve employee security and well-being. All he asks is that productivity remain high.

## Store 37 Checker Wins Clerk-of-the-Month Title

Hinky Dinky Checker Carol Mrzlak was named "Clerk of the Month" for April by the Columbus, Nebraska Junior Chamber of Commerce. The daughter of Mr. and Mrs. N. J. Mrzlak, Carol is a 1968 graduate of Scotus High School and plans to attend Creighton University. She has been a part-time checker in Store 37 for the last two years.

The Jaycees' panel of judges selected Carol to receive the honor because of "her cheerfulness, her lively personality, and her eagerness to be of help to each customer." Carol also received gift certificates from a number of Columbus business firms.

# Hinky Dinky and Brandeis Constructing New Shopping Center



Architect's rendering of the building to be occupied by Hinky Dinky and Brandeis, which will provide a unique service for residents of North Omaha and the surrounding area.

## Two Stores Will Offer Ultimate in Value, Quality And Outstanding Service

Grading has been completed and construction is underway on an unusual type of Hinky Dinky shopping center to occupy the west side of the 7300 block on North 30th Street in Omaha. In addition to an 18,000 square-foot Hinky Dinky Super Market, the only other occupant will be a Brandeis Budget Store, which will cover 24,500 square feet of space.

But with Hinky Dinky and Brandeis at the site, "who needs more?" Customers may obtain almost anything they desire in one store or the other.

The area being developed is bounded on the south by Scott Street and on the north by Weber Street. Parking space will be provided for 225 cars east and north of the block-long building.

The building will be of steel construction and will feature an "exposed concrete waffle roof design and light-colored brick facing patterned for architectural effect."

Architects are Stanley J. How and Associates.

The supermarket will be the 41st in the Hinky Dinky chain and the 15th in Omaha. The Brandeis store will be the company's 11th outlet in Nebraska and the 8th in Omaha.

Completion of the shopping center is scheduled for fall of this year.

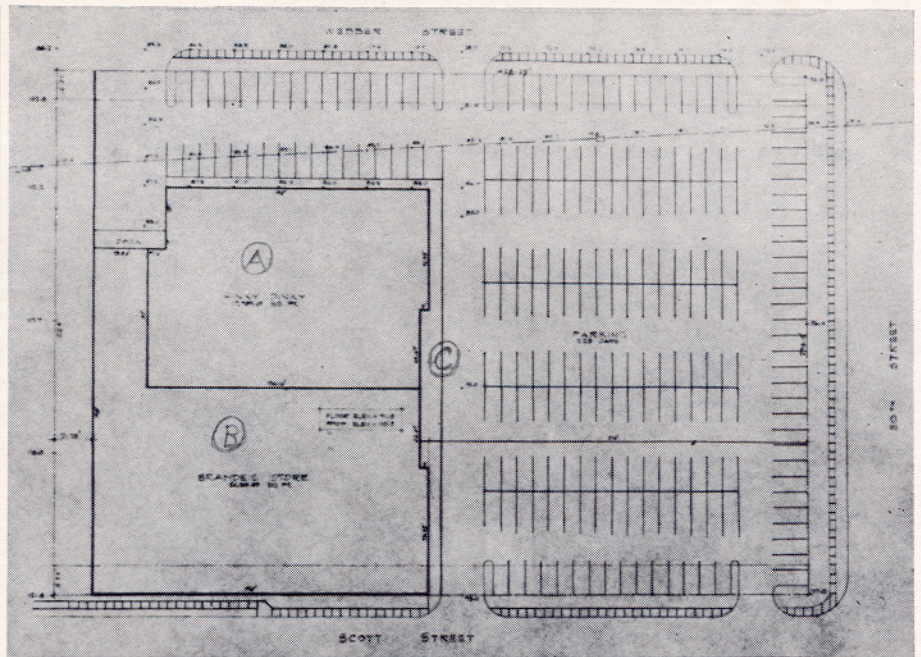
## LETTERS

Dear Sirs:

Thank you for taking time out to give our club a tour of your store. We all enjoyed it a lot and we learned a lot.

Thank you again.

Patty McGill, Secretary  
Junior Farmerettes  
Waverly, Nebraska



This layout indicates the relative positions of the Hinky Dinky Super Market (A) and Brandeis Department Store (B) in the new shopping center. The main entrance (C) faces a large parking area adjacent to 30th Street on the right; additional parking is along Weber Street, north of the building.

Dear Friends:

Here comes a greeting from a Swede in Holland.

I just spent a few days here at the annual Congress for the International Association of Chain Stores. I was hoping perhaps to meet somebody from Hinky Dinky, but I didn't.

There have been very interesting speeches, especially that of Mr. O'Connor from SMI, and many others. It has been nice meeting people from all over the world and also to talk English again.

I hope everything is fine at Hinky Dinky. Congratulations on your new store in Omaha, which I saw in the Hinky Dinky News! Beautiful!

Best regards to all my friends.

Kjell

(Editor's note: Kjell Gunnarsson, together with Anita, his bride of two months, came to the United States in 1966 to study American business methods. He remained with Hinky Dinky for six months, during which he worked in nearly every department. Upon his return to his native Sweden, the Swedish-language chain-store publication, "Self Service," for which Kjell is associate editor, devoted almost an entire issue to his impressions and knowledge of Hinky Dinky.)

Dear Mr. Ellis:

I enjoyed the visit to the Hinky

Continued on page 18

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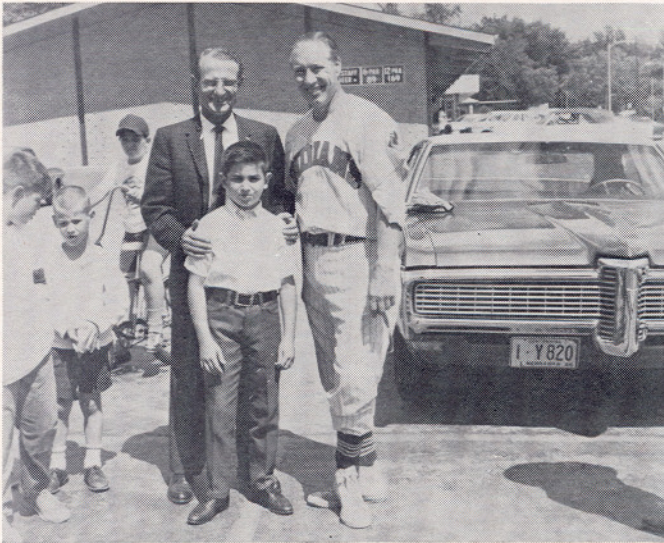
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## Baseball Fans and the Champ



Wayne Bartley, director of meat operations, left, and son Jimmy pose for a picture with Bob Feller, former pitcher for the Cleveland Indians and a member of the Baseball Hall of Fame. Bob was the guest of Hinky Dinky during the College World Series in Omaha. He visited a number of stores, gave autographs and participated in several baseball clinics.



At a College World Series game attended by many executives and store management personnel, the photographer got this picture of the data processing crew. Left to right are Mike Tierno, Allen Bredthauer, Ziggy Sabaliauskas and Bert King. (Rumor has it that they planned to run the umpires' decisions—and maybe the umpires themselves—through the computer.)

The insurance salesman was having trouble explaining to his prospective customer. "What is the maximum value of your husband's present policy?" he asked.

"What's that again?" asked the housewife.

"If you should lose your husband, for example," he explained, "what would you get?"

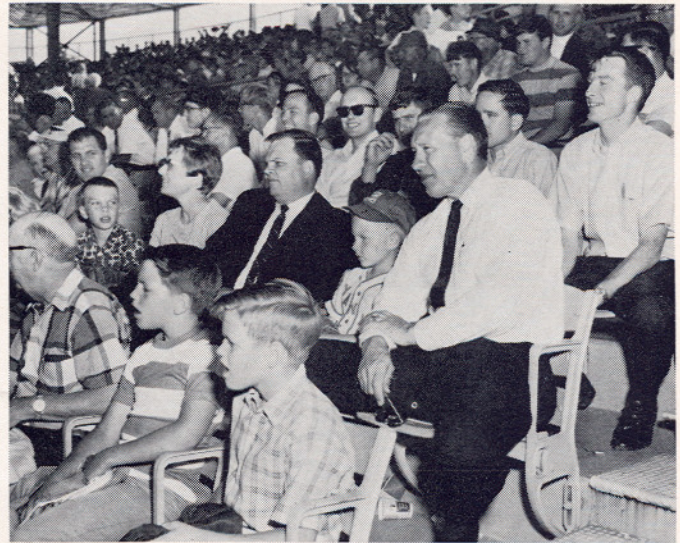
She looked around the room thought-

fully. Then her face lit up, and she answered, "A parakeet!" — Woodmen of the World Magazine

\* \* \*

A man who had been a book salesman for twenty years decided there was more money in selling vacuum cleaners, and acquired the local agency for a well known brand. His very first prospect was a skeptical housewife who asked, "Are you sure that contraption

## Good Fellers Get Together



Bob Feller (white shirt and necktie) as a baseball spectator. Next to him is another Bob Feller, namesake of the famous star and son of Wesley and Lavonne Feller, who are seated on young Bob's right. The lad in the wild shirt next to Lavonne is another son, Randy. Wes Feller and Hinky Dinky Fleet Supervisor Norman Feller are brothers.



A get-to-gether at Falstaff Inn, sponsored by Wilson and Company in honor of Bob Feller's visit, was well attended by Hinky Dinky executives and store management personnel. The Dutch lunch and beverages were enjoyed by everyone, including the market managers at this table. Left to right are Gary Wasson, Tom Rohan, Gil Hulbert, Bernie Erhart and Dallas Tharp.

will gather up every single bit of dirt?"

"Lady," said the salesman earnestly. "I ran this cleaner lightly over a copy of "Lady Chatterley's Lover" yesterday and when I was finished it was Louisa Alcott's "Little Women." — Illustrated Wkly of Pakistan.

\* \* \*

Why do we regard as our best friends the folks who remember the things we'd like to forget?—Fairfield (Iowa) Ledger.

# Leased Departments Division Opens 2nd Store in San Antonio



The front of the building at 238 S. W. Military Avenue in San Antonio, Texas, which houses Store 96D. The general manager is Ron Sengstock.



The checkstand area of LDD Store 96 as it appeared on opening day, May 22. Note the conveyor and baskets which are used instead of carry-out boys.



Anybody for sweet corn? Or oranges, pears, potatoes, celery, green beans, cabbage or lettuce? Customers had a field day in this produce department.



Fresh meats and poultry in abundance, correctly cut, properly trimmed and attractively priced, were ready for selection by the earliest customers.

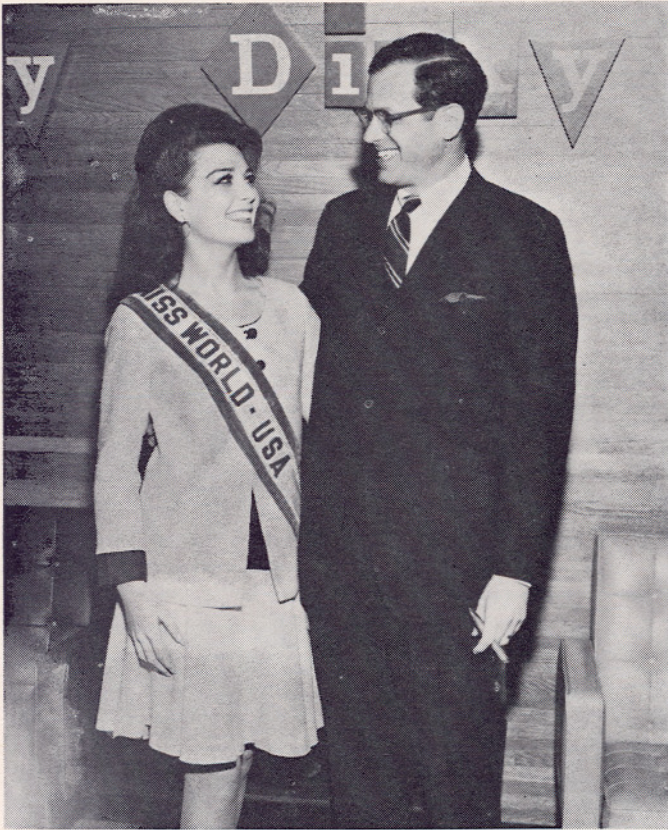


Well stocked frozen foods cases in Store 96, and in its sister store, No. 95, should play an important part in supplying the needs of San Antonians.



Tower displays of canned goods and other food items gave visitors the impression that the store had plenty of food on hand—and more where that came from.

## Seldom Does a Photographer Get a Lucky Break Like This



"Beauty and the Boss" would be an appropriate title for this picture of President Nick chatting with a most charming visitor to Company Headquarters, "Miss World-U.S.A.". The title holder, Miss Pamela Pall, is making personal appearances throughout the country on behalf of the distributors of Frostie Root Beer.



Miss Pall also visited a number of Hinky Dinky stores during her short stay in Omaha. Apparently Harold Rivedal, left, manager of Store 22, and his grocery manager, Bob McDermott, had received advance notice of her arrival. Both were appropriately dressed in dark suits and neckties, and the store was ship-shape in all departments.



The 20 year-old California beauty graciously granted all requests for autographed pictures, as in the above photo. In the background are Buyer Dick Rochman, center, and Frostie executives Don Binder, left, and Ed Graffius. Office girls are Maggie Peterson, front, Gladys Christensen, and Luella Ripp.



While in the stores "Pam" enjoyed greeting employees and customers of all ages. She is shown here chatting with Miss Lorrie Lawton of Omaha. The fact that they are standing in front of a neat display of Frostie Root Beer is more than coincidence, we'll admit. In our opinion, Pam's visit caused more than one bachelor's heart to do a double flip.

## Store 52 Submits to Face Lifting to Achieve Modern Look



Store 52, the largest supermarket in the Hinky Dinky chain, as it appeared before it was completely remodeled. Note the old block-letter neon sign over the entrance.



Store 52 shows its new face to the public. The sign was replaced, and even the lighting was modernized. Wide paneling along the over-hang improved the design.

### Company Reveals Plans To Have Super Market In Beatrice Shopping Mall

Plans for construction of a new Hinky Dinky Super Market in Beatrice, Nebraska, have been announced by Company Headquarters. It will be located in "The Mall," a shopping center now being erected in that city.

The new store will have 17,500 square feet of floor space and will stock the usual top quality Hinky Dinky merchandise.

Ample shelf space will enable the store to carry a great variety of food items. Modern produce and meat areas, including the latest and most efficient refrigeration equipment available, will permit the offering of a full line of fresh fruits and vegetables, plus all kinds of fresh and prepared meats and meat products. A large amount of space will be allotted to milk, eggs, cheese, etc.

The entire store is being planned to provide the utmost in customer comfort, convenience and satisfaction.

Parking facilities will be shared with other tenants of The Mall.

The men were assembled by the jump towers when the tough-looking major approached and welcomed the group:

"I hear tell y'all want to become parachutists. Here's how it works. The first week we'll separate the men from the boys."

The stalwart, would-be troopers all puffed out their chests and stood tall, bright-eyed and bushy tailed. They would show the world they were men!

"The second week we'll separate the boys from the idiots," the major told the suddenly confused group.

"And the third week, we'll let all you idiots jump!"—Licorice Lingo.

### A Peek in the Family Shopping Cart Proves Food Is America's Best Bargain

by  
Jack Krisher  
Director of Advertising  
Loblaw, Inc.

The weekly grocery bill is blamed for many things to which it must plead "not guilty." With the change of supermarketing from a limited-selection grocery store to the wide-variety food store of today, many things are available which were not even in existence a short time ago. And the list is growing.

In defense of the grocery industry, which is dedicated to supplying the food needs of America, consideration must be given to the many items that make up Mrs. Consumer's shopping list. All too often the weekly food budget is inflated by items other than food.

An outstanding example is the soap department. At one time this department contained just a few bars of laundry soap and a small variety of soap chips. It now boasts such new-fangled washing ideas as water softeners, fabric softeners, controlled suds detergents, spray-on starches, bleaches and bluing. Most of these products were born in the last decade and have been partly responsible for expanding the weekly grocery bill.

What was once a small section of shelving devoted to baby fruits and vegetables in either strained or chopped varieties, is now a full-fledged baby needs center. There are cereals, pacifiers, rattles, bottles and rubber pants, and now even flush-down diapers. All of these items are "regulars" on every new mom's grocery bill, yet most of them are not foodstuffs.

Fido, too, has come into his own, as far as the weekly food budget is concerned. The family pet can be fed food which closely resembles hamburgers;

there are new lines of gourmet dog foods, dog candy and dog bones — all now accepted as a regular part of the weekly grocery bill.

Paper products have reached unbelievable sales proportions. What had been only a limited selection of toilet tissue and paper napkins a few years ago, now provides Mrs. Consumer with a choice of items such as several brands of facial tissue in several colors and patterns, napkins and paper tablecloths and paper towels in wide array. There are paper plates and cups and paper gift wraps. Each is now a part of the weekly grocery bill.

The frozen food department brings out-of-season goodies to the family dinner table all year round. There are complete course meals which can be popped into the oven and served a few minutes later. There are packaged meats which rival the best cuts served in the finest restaurants. Frozen turkey has outsold the farm-fresh version by 30 to 1, and frozen baked goods are fast becoming first choice of the modern food shopper.

Times are changing; human needs and desires are changing. Who of today's generation would be satisfied to return to a daily diet of food which we raised ourselves, or hunted in the woods of America?

Today we are blessed with abundance. An abundance which, despite the expansion of lines and varieties and the addition of new items, costs less than ever before. A survey by the National Association of Food Chains shows that food for the average family costs less than 18 cents of the family dollar. In England the figure is nearly thirty cents of each dollar, and Russia spends

Continued on page 17



HDEA Party  
Des Moines, March 17, 1968





HDEA Party  
Omaha, April 21, 1968

# Good Signage Essential to Success of Markets, Managers Told



The importance of good signage in promoting the success of a market was stressed at the annual LDD Market Managers Seminar, and examples of various types of signs



were displayed. On the left are signs that describe, suggest, create a desire, and urge the customer to buy. Those on the right identify the product and tell the price.

## 'Good Old Days?'

A friend recently sent us a Hinky Dinky advertisement from a Fremont newspaper dated March 18, 1933, and the prices for the various products will be difficult for our part-timers—and some of our full-timers—to believe. (But remember, kids, in 1933 many wage earners were not bringing in any wages at all, and those that were more fortunate were earning very little.) So don't long for the "good old days" when you read prices like those of 35 years ago:

Skinned ham, 9½ cents a pound.  
Sausage, 5 cents a pound.  
Spare ribs, 5½ cents a pound.  
Bacon, 7 cents a pound.  
Round steak, 15 cents a pound.  
Salmon, 3 one-pound cans, 27 cents.  
Creamery butter, 18 cents a pound.  
Laundry soap, 10 bars, 19 cents.  
Condensed milk, tall can, 5 cents.  
Cocoa, one-pound can, 15 cents.  
Crushed pineapple, gallon can, 39 cents.

In those days, having enough money to buy food was a blessing and those who had enough left over to take care of other expenses were extremely lucky. Today food is a far greater bargain than it was at 1933 prices; it costs the wage earner only about 18 percent of his take-home pay, thanks to the efficiency of modern grocery merchandising, leaving the remaining 82 percent to spend as he chooses.

You can be thankful that conditions are those of 1968, not those of 1933.

Drivers under 25 years of age continue to compile the worst traffic records of any age group. Young drivers were involved in almost 32 percent of highway deaths last year.

## Annual Seminar Provides Opportunities To Learn And To Exchange Ideas

All areas of meat marketing were covered during the two-day annual meeting of LDD market managers at the Holiday Inn in Omaha on March 12 and 13.

Customer relations received special attention. In his welcoming remarks, President Nick Newman told the au-

dience, "People want elimination of aggravation, and it's our job to eliminate the things that cause aggravation."

Both President Nick and Vice President Jim Herron stressed the importance of training and development of future market managers, not only in meat cutting and marketing techniques but also in the fundamentals of pleasing customers.

"Failure of human relations is the cause of nearly every business failure," Jim reminded his listeners.

Vice President Ray Becker presided over the seminar. Others on the program included Vice President Chuck Monasee, Director of Meat Operations Wayne Bartley, Beef Selector Larry Chelberg, Meat Supervisors Jim Schmidt, Harold Murray and Bill Krepel, Ted Cletcher of the Pittsburgh-Erie Company, Vince DelGiudice of Armour & Company, and Fred McKibbin of Swift & Company.

Subjects covered during the two-day session included the importance of objectives and goals, improving sales, the increasing competitive picture, selection and buying of beef and the two-grade beef program. Cry-O-Vac beef, the importance of appealing to all types and classes of customers, merchandising of beef, pork and chicken, signage, manpower planning, care of saws and grinders, and sanitation.

Girls who try to be talking encyclopedias should remember that reference books are never taken out.—Oral Hygiene.

The way we understand it, ulcers are something you get from mountain climbing over molehills.—Local Gov't Newsletter, U of Pittsburgh.

## Here's Proof



Never let it be said that LDD Supervisor Howard Heedum doesn't know how to catch fish. He caught these salmon on his last trip to the west coast.

# Employees Earn Promotions to Higher Rank or Larger Stores

"There's plenty of room at the top, says he, for a well-bred gingerbread boy." So go the words of an old nursery rhyme.

We don't know about gingerbread boys, but we do know that Hinky Dinky employees have many opportunities to climb toward the top in the field of food distribution. The following men were promoted in rank or transferred to locations offering greater challenges since our last issue.

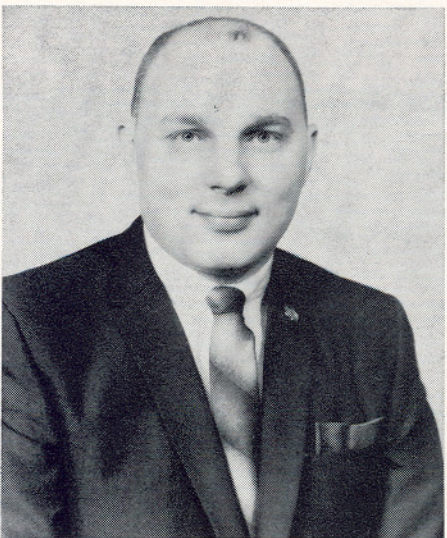
Allen Dickey, produce clerk, Store 55, to produce manager, Store 70, Des Moines.

Larry Aurora, journeyman, Store 39, to manager, Market 48, Omaha.



**Larry Aurora**

Dallas Tharp, journeyman, Store 63, to manager, Market 54, then to manager, Market 1, Omaha.



**Jon Baade**

Walt Arnold, journeyman to manager, Market 33, Nebraska City.

LeRoy Gillham, manager, Market 33,

Nebraska City, to manager, Market 37, Columbus.

Gerald Platt, clerk, Store 51 to grocery manager, Store 59, Lincoln.



**Jack Saxton**

Ken Eckles, manager training to assistant, Store 63, Omaha.

Erv Jensen, manager, Store 54, Omaha, to manager, Store 82, Bellevue.

Danny O'Donnell, manager, Market 1, to manager, Market 90, Omaha.



**Dallas Tharp**

Larry Fahrenholtz, assistant, Store 62, to manager, Store 51, Lincoln.

Darrell Komma, manager, Store 51, Lincoln, to LDD training.

Jim Huyck, manager, Store 64, Omaha, to manager, Store 66, Des Moines.

Bill Fredricks, clerk to grocery manager, Store 61, Omaha.

Bob Salmen, manager, Store 5, to manager, Store 63, Omaha.

Tony Gibilisco, manager, Store 1, to manager, Store 5, Omaha.

Duane Lipelt, manager, Store 48, to manager, Store 1, Omaha.

Jack Saxton, manager, Store 14, to manager, Store 48, Omaha.

John Jensen, assistant, Store 90, to assistant, Store 71, Omaha.

Jon Baade, manager training to manager, Store 64, Omaha.

Don Bayless, manager, Market 22, to manager, Market 52, Omaha.

Bob Saum, journeyman to manager, Market 22, Omaha.

John Taylor, produce manager to assistant, Market 43, Falls City.



**Bob Saum**

Dick McCann, clerk to produce manager, Store 43, Falls City.

Jim Murray, manager, Store 63, to manager, Store 100, Omaha.



**Larry Fahrenholtz**

Larry Puls, assistant, Store 71, to assistant, Store 100, Omaha.

Glen Ping, grocery manager, Store

Continued on page 18



## America's Best Bargain

Continued from page 11

over fifty cents of each dollar on food.

Today's menu for the average family surpasses in quality, variety and nutritive value the foods served to the Roman emperors. Those sumptuous feasts would be considered pretty ordinary fare for today's dinner table which boasts food from all over the world, in or out of season.

We in the supermarket industry are part and parcel of a most unique business, for we offer Mrs. Consumer the biggest bargain in America: the food she serves her family. While the profit margin on the sales dollar in almost every other industry is a comforting five or six per cent net, the supermarket industry net is about 1 per cent! This is a tribute to our efficiency of operation, and proof of our realistic pricing for the consumer.

## Definition of an American

An American is a man who . . .

Yells for the Government to balance the budget and then takes the last dime he has to make a downpayment on a car.

Whips the enemy nations and then gives'em the shirt off his back.

Yells for speed laws that will stop fast driving, and then won't buy a car if it can't make 100 mph.

Knows the lineup of every baseball team in the American and National Leagues . . . and doesn't know half the words in "The Star Spangled Banner."

An American will get mad at his wife for not running their home with the efficiency of a hotel, and he'll get mad at the hotel for not operating like his home . . .

He'll spend half a day looking for vitamin pills to make him live longer and then drive 90 mph on slick pavement to make up the time he lost . . .

He is never ready for war but he has never lost one.

We're the country that has more food to eat than any other country in the world and more diets to keep us from eating it.

But we're still pretty nice folks. Calling a person "a real American" is the best compliment you can pay him. Most of the world is itching for what we have, but they'll never have it until they start scratching for it the way we do.—Bison Heard.

All men may be born equal, but it's what they're equal to later that really counts.—Ties hm, Southern RR System.

## 'It Couldn't Happen to a Nicer Gal'



Mrs. Bernice Schultz, President Nick Newman's secretary, was both surprised and pleased when she was presented a

bouquet of flowers by WOW and WOWTV upon being selected as "Executive Secretary of the Week."

## Grief Exchanged for Joy Following 2nd Message From Vietnam War Zone

The war in Vietnam was brought home forcibly to a member of the Hinky Dinky family when Colleen Johnson, office girl at Store 68, Grand Island, received an erroneous report on Tuesday, February 20, that her son, Marine Pfc. Michael Johnson, had died of wounds received in action.

Two days later, Colleen, her husband Rodney, and their other two sons, Craig and Gary, were over-joyed to receive a phone call from Mike, informing them that he was being air-lifted to the United States for treatment. The report of his death had been the result of mistaken identity.

(Editor's note: Our sympathies go

Best Wishes for a . . .

## Speedy Recovery

Mickey Grimes, Security, is recovering after having undergone surgery.

John Englebretsen, Store 100, also is doing well after surgery at Methodist Hospital in Omaha.

Gladys Christensen, Office, has been hospitalized for some time, and has not yet returned to duty. We have been informed, however, that she is progressing satisfactorily.

out to the Johnson family for the grief they experienced before hearing from Mike, and we share in the joy of their reunion with him.)

## Hinky Dinky Contributors Making Enviably Record At Regional Blood Bank

Fourteen Hinky Dinky employees visited the Regional Blood Bank, some of them more than once, since our last issue, and every visit was marked by the donation of a pint of blood.

The following persons were the donors:

Bob Haase  
 Gary Lammers  
 Walt McCannon\*\*  
 Harlan Noodle\*\*  
 Bill Bigger\*\*\*\*\*  
 Wayne Siegel\*  
 Herb Graybill  
 John Jensen\*  
 Clarence Johnson  
 Ray Ziesemann\*  
 Danny O'Donnell\*\*\*  
 Bernie Racine\*  
 Joe Vavruska\*\*  
 Jeanette Humphrey

During this period, this group donated 16 pints of blood to help those in distress due to injuries or illnesses. Our hats are off to each of them.

The names starred in the above list indicate members of the Gallon Club, persons who have contributed at least one gallon of blood so others might regain their health. Each star indicates one gallon. Some of those not starred are well on their way to Gallon Club status.

According to our records, the persons listed have given a total of 212 pints of blood since they began donating or more than 26 gallons—a record they can well be proud of.

## Earned Promotions

*Continued from page 16*

14, to grocery manager, Store 100, Omaha.

Dan Steiner, manager, Market 90, to manager, Market 100, Omaha.

Ray Jones, manager, Store 82, Bellevue, to manager, Store 37, Columbus.

Bob Hanson, produce manager, Store 13, to produce manager, Store 100, Omaha.

## LETTERS

*Continued from page 7*

Dinky Warehouse. And I enjoyed the visit to your nearest Hinky Dinky Store at the Westroads.

I enjoyed visiting all of the rooms in the Warehouse. Thank you for the apples and thank you for showing us around the Warehouse and the Hinky Dinky Store.

Sincerely yours,  
 Archie Brown  
 Fourth Grade  
 Franklin School

## Hinky Dinky Employees Honored Again



On behalf of Hinky Dinky employees in the Omaha area, Vice President Jim Herron accepts the Outstanding Citizenship Award from J. D. Anderson, president of Guarantee Mutual Insurance Company and general chairman of the

1967-68 Heart of the Midlands drive for funds for United Community Services. This is the twelfth consecutive UCS award to go to the employees, a record achievement unmatched by any other food distributor in this area.

## News in Brief

Bill Holliday, part-timer at Store 84 D, Mobile, was awarded the "Representative DeMolay Award" for outstanding personal and community achievement. This is the highest award given to a member of DeMolay by the International Supreme Council of the Order of DeMolay.

Grocery Buyer Dick Rochman should be permitted to strut a bit, if he so desires. He has gained membership into the exclusive "Hole-in-One Club" by virtue of his having made a hole-in-one

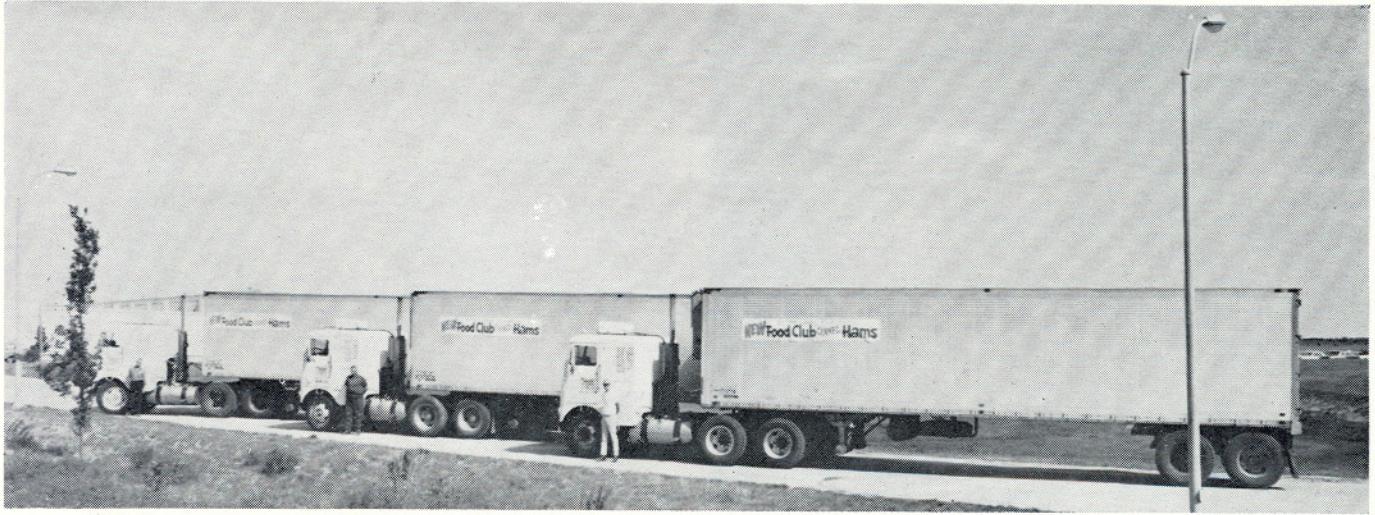
on the first hole of the Cedar Hills golf course in Omaha.

You'll have a better life if you make the most of the best and the least of the worst.—Mae Maloo, Wall St. Jn'l.

Let's not drop our guard just because of this Sino-Soviet dispute. Beware the Russians bearing rifts.—Changing Times.

Drive with your head in the clouds and you may find a permanent home there.—Arnold Glasgow.

# Truckloads of Real Good Eating Enroute to Hungry Customers



The first shipment of new Food Club canned hams rolled into the Distribution Center on Friday morning, June 21, on three trucks that were freshly

scrubbed for the event. Marketing Director Pete Hannasch of Farmbest, Incorporated, of Denison, Iowa, packer

of the hams, and the three drivers lined up the trucks and patiently posed for pictures before starting to unload.

## LETTERS

(Editor's Note: The following letter was received by President Nick Newman from Mrs. Margaret Dana of Doylestown, Pennsylvania. Mrs. Dana is a consumer relations counsel; her syndicated columns, "Before You Buy" and "Consumer's Question-Box," are read by thousands of persons each day throughout the country. Her comments about Hinky Dinky and its personnel are both refreshing and rewarding.)

Dear Mr. Newman:

I have just been talking with Clarence Adamy of the National Association of Food Chains, and he thought you would like to hear about an interesting thing which has turned up in mail from my readers. As perhaps you know, I write several columns a week of consumer information for some 110 newspapers around the country. One of my important objectives is not only to provide a two-way channel of communication between consumers and producers and retailers, but to build a better balance of critical evaluation among consumers, so they recognize "what's good" as well as "what's bad."

So I began last year the plan of giving special "Citations for Consumer Service" to individuals, companies or industries which provide something extra in a useful help to consumer buying. Readers send in their nominations; then vote for the "Citation." Sometimes I bring to their attention a special service and ask if a "Citation" is in order.

Early in February I quoted a most

unusual and interesting letter from a checker in a supermarket and invited votes for a "Citation" for her. They have been pouring in, and among them was a letter from a woman who says she is a checker in a "Hinky Dinky" store. Her letter is splendid. She says:

"I too am a checker . . . It is a challenge to win people's confidence . . . I work for a big chain, Hinky Dinky, and if customers only knew how much our store is 'for' the consumers, the people would give a sigh of relief. Our registers are 'in the clear', and we do our best to ring correct prices. If I make a mistake, I rectify it gladly, or if I make a mistake and the customer doesn't know it, I explain it and make it right. If a customer is in doubt, I call someone that knows, and we explain it nicely . . . Our store asks us to call out prices that are the 'specials' of the week.

"The checkers and carry-out boys I work with are nice and friendly. It is a pleasure to work with them, to see how pleasant they are to a customer. Our store managers ask us not to be indifferent to a customer, a consumer. They say: 'Consumers don't need Hinky Dinky; Hinky Dinky needs consumers.'"

I shall be quoting this letter in a column soon, and I want you to know I think you have much to be proud of, if you can head up an organization whose smallest staff member can feel this way about the whole store philosophy.

The writer of this letter ends by saying she hopes it was all right to mention the store's name but had not mentioned to anyone there that she was writing this letter. I only know that she

lives in Des Moines, but I don't know which store she works in. I'll try to find out, if you should like to know. The manager of that store must be good at his job, too.

With appreciation of Hinky Dinky,  
Sincerely,  
Mrs. Margaret Dana

## In Sympathy

Funeral services for Larry Caldwell, husband of Connie Caldwell, meat wrapper at Store 71, were conducted May 21 at Wheeler Memorial Church in Omaha. Larry was killed in Viet Nam.

Ramona Black, daughter of Alice Birge, Store 64, passed away after an extended illness.

Dr. D. K. Phillips, father of Bill Phillips, manager of Store 91 D in Tucson, died May 12. Funeral services were conducted in Nebraska City.

Mrs. Sandra Ebler, wife of Dave Ebler, Store 32, died April 15 in an Omaha hospital. Funeral services were in St. Paul's Evangelical Lutheran Church in Auburn.

Mrs. Bertha Marx, mother of Bernice Schultz, Office, passed away June 21, after a lingering illness.

Our sympathies are extended to the family of Connie Jones, a checker at Store 58. Connie, who was 16 years of age, died June 19 of a heart attack. She had just completed her junior year at Hoover High School in Des Moines.

Clarence Bartling, a long-time warehouse employee and a recent retiree, died July 21. He started with Hinky Dinky in 1943.

## For Feminine Shopper Appeal What'cha Leerin' at, Big Boy?



A display of feminine apparel that would be a credit to an exclusive ladies' dress shop. First constructed in the Home Center of Store 13, it has since been copied by other Home Centers.



This monster, made of various kinds of plastic items, appears more than a little interested in the picture on the left. "He" was created at Store 64 by Home Center Supervisor Clarence Hearn.

### Unusual Ideas Employed By Leased Food Stores Lead to Increased Sales

The Hinky Dinky News appreciates receiving reports of successful ideas and promotions from LDD stores, and we shall endeavor to reprint them as frequently as possible; an exchange of such ideas would be helpful to all stores in the chain.

We also welcome black-and-white photos for reproduction. We regret that we cannot reproduce color prints, although we are glad to get them to show executives and supervisors what is being done in the various units.

An interesting and colorful promotion was reported recently by Store 89 in Ponce, Puerto Rico. During Puerto Rican Week, April 15-20, the store was decorated with Puerto Rican plants, fruits and vegetables, and the sale featured products grown, manufactured and processed in The Island. Employees were dressed as "jibaios" or typical hill-billies of the countryside. According to General Manager Victor Tardi, "Our customers liked it very much, and we had a very good business during that week."

Market 94, Louisville, Kentucky, sent us two color prints of an unusual display

piece that proved effective during a recent pork sale. The display includes a huge "mama pig" reclining on her side and a litter of little pigs helping themselves to dinner from mama, a la natural; the "actors" in this little drama are animated. Market Manager Jim Osborne commented that "the kids enjoyed it a lot, and the sale was a great success."

### 'Type-Lice' Steal Letters, Cause Mental Misfires In Last Issue of News

It is always embarrassing to miss a typographical error in checking galley proofs prior to going to press with an issue of the magazine, but it is infinitely worse when that "typo" shows up on the front page.

In our last issue, "Chef Richard" Gummerts, manager of the delicatessen-bakery-gourmet foods section at Store 80, became "Chief Richard" without benefit of ceremony or even an opportunity to swap his white hat for a feathered headdress.

Before Dick starts giving out war whoops and brandishing a scalping knife, perhaps we should explain that the error was no doubt caused by the

fact that in our subconscious we consider him a "Chief of Chefs." We hope he will accept this explanation and be agreeable to smoking the peace-pipe with us.

One typo is bad enough, but there was another error that shouldn't have happened, and we have no excuse for letting it get by. In case you didn't notice it, the overline on page 5 reads "How To Handle Half a Ton of Wisconsin Cheddar Cheese," and the story is told in pictures of the difficulties encountered in getting a 5,000-pound mammoth cheese moved to the front of the store.

Now anyone, even a guy that flunked grade school arithmetic, knows that 5,000 pounds is more than half a ton. The banner should have read "Two-and-a-Half Tons."

(Editor's note: The above voluntary admission of editorial laxity was rung from us by Security Chief Bob Shears using the gentle persuasive technique of bamboo splinters under the nails.)

Clear days and dry roads are the motorists greatest invitation to tragedy. Approximately 80 percent of 1967's 52,200 highway deaths occurred in this type of weather.