

Hinky Dinky

NEWS



VOL. XXIV

FALL 1968

NO. 3

Company's Growth Justifies Reorganization into Three Divisions



Top officials of the three newly created divisions of the Company are, left to right, Charles A. "Chuck" Monasee, president of Hinky Dinky; E. Robert

"Bob" Newman, executive vice president, and C. M. "Nick" Newman, president of American Community Stores Corporation, the parent organization;

and Herbert M. "Herb" Berkowitz, president of the Leased Food Department division.

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
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Editors

Clifford L. Ellis Editor

HOMER
the
Homely
Philosopher



With hemlines getting higher, mini-skirts will soon be replaced by a wide belt.

* * *

Cousin Magnolia says Republicans are so rare in her part of the country that when one was discovered he was stuffed and given to the museum.

* * *

Sister Suzy, the liveliest spinster in town, says she regrets nothing about her past but the length of it.

* * *

Men are divided roughly into two groups, thinkers and speakers. It is regrettable that so many thinkers can't speak, and even more speakers can't think.

* * *

A friend you can buy won't stay bought.

* * *

Many an ideal marriage has turned out to be an ordeal.

* * *

In modern swim wear, a lot of girls apparently are going all out.

* * *

The collector of internal revenue is practising to become a magician. He can usually be found turning nest eggs into chicken feed.

* * *

The office checker champion says his wife is such a lousy cook that the garbage disposal has developed an ulcer, and the pigmies of darkest Africa are buying her soup to dip their darts in.

* * *

Now that the campaign is over and politicians have disappeared from radio and television, we should see a decided improvement in the problem of air pollution.

'Outstanding Growth of Our Company Made Possible by Outstanding People'

by

C. M. Newman, President

Our Company's goal has been to be the country's fastest moving, most dynamic and progressive supermarket organization. This type of objective is never fully realized because others are growing and progressing, too. It's like a perpetual race in which when a runner achieves the head of the pack he can't stop to rest or say, "I have it made." To be in a game like this, you have to love to run and we do! We can't say that we have clearly out-distanced all other leaders in the supermarket industry, but certainly we are among the front runners in growth and progress. For example, this year, we expect our sales to approach \$160,000,000, almost three times the \$55,000,000 we achieved five years ago in 1963. We can all take pride in that progress!

The Hinky Dinky Division, emphasizing its policy of "giving the lady what she wants," has experienced much vitality in recent years. No competitor equals the combination package of top quality, Total Savings prices, outstanding customer service and fine store facilities that we offer. As a result, almost all stores will do more business in 1968 than in 1967. We are proud of new Hinky Dinky stores in the Sunset Plaza Center in Norfolk, Nebraska, the Dundee Plaza on Dodge Street and Saddle Creek in Omaha, and the huge Westroads Center in Omaha. Six new stores are coming. The first will be a unit at 30th and Weber in Omaha, sharing a building with a Brandeis Department Store. We are looking forward to new shopping center units in North Platte, Beatrice and Hastings, Nebraska, and a new store on the former Mt. Loretto site in Council Bluffs, Iowa, to replace our old downtown store. Planning is currently in progress for a large addition to the Hinky Dinky Distribution Center, which will provide for a 50% increase in product handling capacity. We expect to employ a new computer to assist us in headquarters operations.

Soon, we will be announcing to the public and the trade the renaming of our Leased Department Division to be called Supermarkets Interstate. As you know, a little over six years ago we opened our first Leased Department in Louisville, Kentucky. In these six years we have grown to 25 units of this type, located in ten states and Puerto Rico.

Our new name appropriately reflects

the national scope of present and future operations. During the past year a fourth store was opened in Milwaukee, in conjunction with Treasure Island; second stores in both Birmingham, Alabama and Louisville, in conjunction with G.E.S.; a second store in San Antonio, Texas with Globe, and three stores opening on one day with Treasure Island in Atlanta, Georgia. A fourth store will open in Atlanta the first of 1969. Several other possibilities for '69 are currently being worked on, but almost certain is the entry into a new and not yet announced state with two stores immediately and one more to come. We have found a key to the operation of departments in discount stores which is unmatched by any other company. Supermarkets Interstate has unlimited growth opportunities.

American Community Stores has always emphasized personnel. By this I mean the careful selection of the finest quality people to associate themselves with our business, progressive training methods to aid our people to develop their competency, and the creation of the best possible employee climate for progress, advancement and personal satisfaction. This emphasis on personnel has paid off. It takes people to grow, and the outstanding people we have in our Company have made possible our outstanding results.

Elsewhere in this issue of the Hinky Dinky News various promotions, new assignments, etc., will be discussed, but I would like to give emphasis to the promotion of our two divisional presidents, H. M. Berkowitz, President of Supermarkets Interstate, the Leased Department Division; and C. A. Monsee, President of the Hinky Dinky Division. Our ability to split the business into two separate divisions, each with the full capability of growth and progress has, of course, been contingent upon having able people to manage these divisions.

Beginning as an inventory man and progressing through supervisor, buyer, and Vice President of Sales and Purchasing, "Herb" has had over 35 years of experience with our Company. He is a seasoned, mature executive respected throughout the food industry, who will do the same outstanding job in his Presidency as he has with every other assignment.

"Chuck" became associated with us approximately 14 years ago, having achieved the rank of Major in the Air Weather Service, assigned to the Stra-

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Hinky Dinky and LDD Divisions To Travel Separate Paths

Monasee and Berkowitz Named To Head Divisions

The history of American Community Stores Corporation and Hinky Dinky is a record of progress and expansion, the result of constantly striving for and reaching ever higher plateaus of accomplishment. These plateaus include changing the concept of grocery stores from small, neighborhood-type markets to modern supermarkets; making vast improvements in the distribution system; adopting electrical data processing; moving into up-to-date office and warehousing facilities; and entering the leased food department field, to name a few.

The climax of this upward progress came on September 30 when President Nick Newman announced to a meeting of executives and store managers that the Company's spectacular expansion in recent years had made it necessary to reorganize the management structure and to create three separate divisions within the company.

Top management will remain in the administrative division, which will continue to be known as American Community Stores Corporation. Officers are Chairman of the Board J. M. Newman, President Nick Newman, Executive Vice President Bob Newman, Vice Presidents Chuck Monasee, Herb Berkowitz, Jim Herron, Ted Newman and Murray Newman, Assistant Vice President Harlan Noddle, and Treasurer Leo Kessler.

Under the corporate staff are two operating divisions — Hinky Dinky Super Markets, with 40 stores in Iowa and Nebraska, and the LDD or Leased Food Departments division, which has 25 stores in 10 states and Puerto Rico.

The executive staff of Hinky Dinky is headed by President Chuck Monasee. He is assisted by Murray Newman, vice president and director of sales; Wayne Bartley, vice president and director of meat sales; Ken Shidler, director of operations; Allan Noddle, director of grocery sales; Lloyd Swift, director of produce sales; Dick Rochman, director of frozen food and dairy sales; Tom Brown, director of advertising; Ray Ziesemann, divisional controller; John Greenwood, director of store planning and engineering; and Manny Kreitstein, internal auditor of the grocery department.

Others include Director of General Merchandise Sales Les Scott, Director of Distribution and Processing George Thomazin, Director of Management



President Nick Newman explains to assembled executives and managers that the reorganization of the Company came about as the natural result of progress and expansion.

Information Systems Eldon Cherry, and Manager of Office Services Howard Hon.

Herb Berkowitz is president of the Leased Food Department Division. Others on the LDD staff are Harlan Noddle, vice president, administration; Jim Herron, vice president, personnel; Ray Becker, vice president, operations; Leo Kessler, vice president and treasurer; Bill Bigger, director of advertising; Bob McGovern, divisional controller; Larry Anderson, personnel consultant; Lloyd Siedelman, produce consultant; Howard Heedum and Les King, district managers; Cal Campbell, store planning engineer; Jim Kuster, grocery consultant; and Nita Schroeder, employment and training specialist.

Other promotions and changes of duty assignments will be announced later.

In the opinion of the board of directors, who devoted several months of study to the proposition before deciding to make the change, the creation of three separate divisions will enable executives to concentrate their energies and attention to one assigned

field rather than having divided responsibilities in two or three areas.

At present all executive offices are located in the Distribution Center, 4206 South 108th Street, Omaha. Within a short time, however, the Leased Department division will move to its new headquarters in the Hinky Dinky building at 84th and Center. American Community Stores Corporation also will move to a new headquarters in an office building now under construction.

LDD General Managers Find Study, Work, Fun At Conference in Omaha

General managers from all over the LDD chain assembled at the Holiday Inn in Omaha on September 10, 11, and 12 for a seminar devoted to solving common problems and aiding profits. For pictures of those who appeared on the program, please see pages 10 and 11.

Identifications of speakers on page 5 are as follows:

1. Controller Bob McGovern.
2. Vice President Herb Berkowitz.
3. Treasurer Leo Kessler.
4. LDD District Manager Les King.
5. General Manager Bob Crouch, Store 78D.
6. Produce Director Ken Shidler.
7. Armour & Co. Representative Vince DelGiudice.
8. Director of Meat Operations Wayne Bartley.
9. LDD District Manager Howard Heedum.
10. Director of Advertising Bill Bigger.
11. LDD Produce Supervisor Lloyd Siedelman.
12. LDD Personnel Supervisor Larry Anderson.
13. LDD Merchandise Supervisor Jim Kuster.
14. Chief Security Officer Bob Shears.

The only general managers who didn't have an opportunity to attend were those in the brand new stores in Atlanta and in two stores in Puerto Rico. Atlanta was represented, however, by Produce Coordinator B. B. Swafford and Meat Coordinator Lyle Ketchem. Puerto Rico was represented by General Manager Waldo Atencio and Jim Keenan, assistant to Clyde Beam, head of the Island operations.

In addition to the Milwaukee general managers, Meat Coordinator Bruce Siewert and Produce Coordinator Al Wichlacz also were present.

Meet the Officers and Executives of the Hinky Dinky Division . . .

Wayne Bartley Becomes Division Vice President In Reorganization Move



Wayne Bartley

Wayne S. Bartley has been promoted from the position of director of meat operations to vice president and director of meat sales. A former rancher and farmer, Wayne began his career with Hinky Dinky as a meat cutter in 1934. He advanced to the post of meat buyer, then to director of meat operations for the entire Hinky Dinky chain.



Allan Noddle

Allan S. Noddle has been with Hinky Dinky since May 1965, but his demonstrated ability has brought him rapid advancement. He has been promoted from buyer-merchandiser to a new post on the Hinky Dinky staff, that of director of grocery sales. Allan holds a bachelor of science degree in business administration, which he earned at the University of Nebraska. He is a vet-

eran of two years' service with the U. S. Army Ordnance Corps. He is not married.



Murray Newman

Vice President Murray H. Newman has been promoted from director of merchandising to director of sales, a newly created position. Murray started with Hinky Dinky as a part-timer in 1952 and became a full-time employee in 1960. In the interim, he was on active duty for a period of time with the U.S. Quartermaster Corps, in which he holds a reserve commission, and also earned a BS degree in economics at the University of Pennsylvania.

Murray filled many positions in the stores and warehouse before moving into the main office as an executive. the main office as an executive.



Dick Rochman

Stuart R. "Dick" Rochman, another buyer-merchandiser, also joined Hinky Dinky in 1965. He has been promoted

to the position of director of frozen food and dairy sales. Dick attended the University of Oklahoma and the University of Omaha, earning a bachelor of science degree in business administration. He and his wife Marcia are parents of two sons and a daughter.



Ken Shidler

Kenneth E. "Ken" Shidler, has moved a step up the ladder, having advanced from director of produce to director of operations. He is a graduate of Indiana University, where he earned a bachelor of science degree in marketing. He also attended the University of Michigan. He and his wife Pat are parents of two daughters and a son. Ken joined Hinky Dinky in July 1966, coming to us from another supermarket chain where he had served in an executive capacity for several years.



Ray Ziesemann

Ray Ziesemann, the divisional controller, was promoted from the position of manager of accounting. A native

Continued on page 5

Reorganization Leads to Promotions and New Responsibilities

of Webster Grove, Missouri, Ray attended St. Louis University. He is a veteran of World War II, in which he served with the U. S. Navy. There are five children in his family. His hobbies are bowling, golf and bridge.



Lloyd Swift

Lloyd G. Swift is relatively new to Hinky Dinky, having joined the Company in October of this year. He fills the position of director of produce sales, which was created upon the promotion of Ken Shidler. Lloyd attended Hardin College and Midwestern University. He is a veteran of World War II, having served with the United States Army in the European Theater of Operations. He came to this Company from another supermarket chain in Texas. His family consists of his wife, Pat, two sons and three daughters.



Howard Hon

Howard Hon is now manager of office services, having been moved up from the position of office manager,

which he had held since he started with the Company in October 1966. A Navy veteran of nine years' service, Howard was formerly employed by the U. S. Rubber Company in Omaha. His alma mater is the University of Missouri. He and his wife Marilyn are parents of four daughters.



Tom Brown

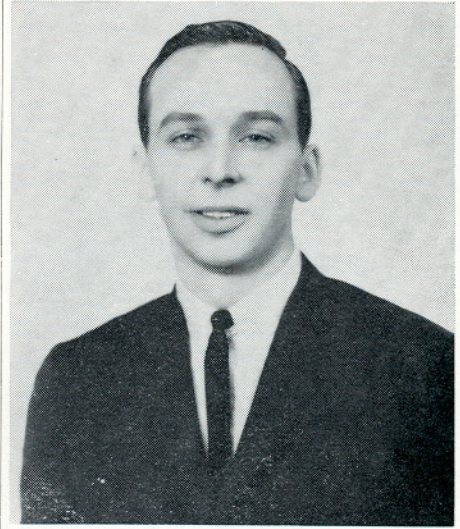
Tom Brown, the new director of advertising, is a long-time member of the advertising department where he started with the Company in 1949 and worked up to the post of advertising manager. He formerly worked on newspapers and in radio. He is a graduate of the University of Omaha and a veteran of World War II with service in Europe. His family consists of his wife Marty and three sons, Bart, Darwin and Thomas J. Brown.



Les Scott

Leslie "Les" Scott has been with Hinky Dinky since August 1960 and has well earned his recent promotion from general merchandise manager to direc-

tor of general merchandise sales. A native Omahan, Les attended schools in this city and in Stoutland, Missouri. He and his wife Florence have three daughters and two sons.



George Thomazin

George H. Thomazin, warehouse superintendent, has been promoted and given a new title. He is now director of distribution and processing. A product of Benson High School and Omaha University, George started with Hinky Dinky in 1964. He was manager of Hinky Dinky 68 in Grand Island, worked in the personnel office, then moved into the warehouse position. His family consists of his wife Judith, a son and a daughter.



Manny Kreitstein

Manfred E. "Manny" Kreitstein has been promoted to fill a new post, that of internal auditor of the grocery department. This position climaxes a long list of responsible jobs that Manny has

Continued on page 6

Promotions Make Two Vacancies that Are Filled by New Men

Continued from page 5

successfully accomplished since he started as a clerk with Hinky Dinky 22 years ago. He has been a member



John Greenwood

of the inventory crew, an accountant, a grocery buyer, and executive secretary of the Credit Union. He served

two years with the U. S. Army during the Korean War. He and his wife Lois have no children.

John S. Greenwood is a newcomer to the Hinky Dinky family. He is the new director of store planning and engineering. A native of Sanford, Maine, John attended Wentworth and Northeastern universities and holds a certificate in architectural engineering. He served with the U. S. Marine Corps during the Korean War. Prior to joining the Hinky Dinky staff, John was maintenance superintendent for an eastern supermarket chain. He and his wife Dorothy are parents of two daughters.

Eldon Cherry has been promoted from data processing manager to director of management information systems. Upon starting with the Company in January 1965, Eldon supervised the installation and "taming" of the computer that is now programmed to handle many jobs at Headquarters. A career service man, Eldon was with the U. S. Navy from 1945 to 1957 and in

the Air Force from 1957 to 1965. He attended Weeping Water (Nebraska) High School and the University of



Eldon Cherry

Maryland Extension, UK Division. Eldon and his wife Shirley have two daughters.

Now Meet the Officers and Executives of the LDD Division

Harlan Noddle is the new administrative vice president in the LDD Division, while retaining the duties of assistant vice president in American Community Stores Corporation. Harlan is a graduate of the University of Ne-



Harlan Noddle

braska with a degree in economics and a veteran of two years service with the U. S. Army. He started with Hinky Dinky as a member of the store plan-

ning department in November 1961. He is married and the father of a son and a daughter.



Jim Herron

James B. "Jim" Herron is vice president in charge of personnel and industrial relations, a field in which he has had vast experience. Jim is also vice president, personnel, in American Community Stores division. He started with Hinky Dinky in 1961. Jim served with the U. S. Air Force in the India

and Burma theaters during World War II. He has two alma maters—St. Louis University and Washington University—and has a degree in industrial relations. He and his wife June are parents of three daughters and a son.



Ray Becker

Raymond E. "Ray" Becker is vice president, operations, in the LDD division, and is proud of the fact that

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LDD People Now Definitely Separated from Hinky Dinky Folks

Continued from page 7

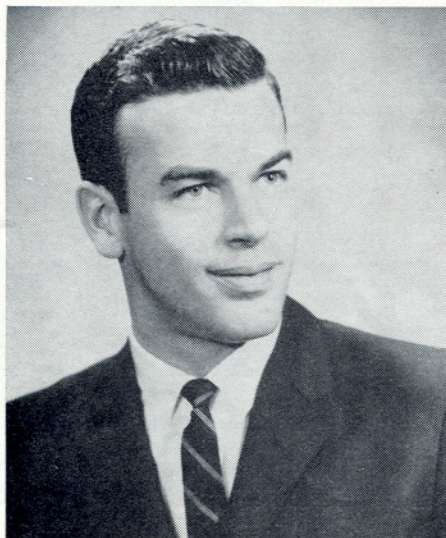
department, has been promoted to the position of Store planning engineer in the LDD division. Cal started with this



Nita Schroeder

Company as a part-time clerk in 1956. About two years later he began working full time, and he filled a number of positions on the store level before being transferred into the store planning department. He has assisted in construction of new stores, remodelling of older ones, and in maintenance of existing ones. He and his wife Agnes are parents of a son.

Juanita "Nita" Schroeder, the employment and training specialist for the LDD division, started with the Company as a checker in October 1956. Later



Jim Kuster

she became a member of the personnel department, which led to her being selected to head the training school for checkers and sackers. Nita has supervised the front-end help during the opening of many Hinky Dinky supermarkets.

Jim Kuster, grocery consultant for the LDD stores, started with Hinky Dinky as a part-time clerk in 1957, and since that time his career has been one of steady progress. He worked up through the ranks to become general manager of the LDD store in Appleton, Wisconsin before coming into headquarters as LDD merchandise manager. Jim is a graduate of Drake University; he credits Hinky Dinky scholarships with



Bob McGovern

having helped him attain his degree. Later he was granted a National Association of Food Chains scholarship and a leave of absence to attend the University of Michigan. His family consists of his wife, Mary Catherine, a son and a daughter.

Robert T. "Bob" McGovern is the controller of the LDD division, having come up from the position of office manager where he began with the Company in 1957. He is a graduate of Creighton Prep and Creighton University, and a handy man to have around, both on the golf links and on the bowling alleys. He and his wife Loretta have a son and two daughters.



Lloyd Siedelman

Lloyd Siedelman is produce consultant. He has been with the Company about 12 years, and during that time he has been a grocery clerk, produce clerk, produce manager and produce supervisor. Lloyd is a veteran of one year's service with the U. S. Army. He is the father of four children, three girls and a boy.

Larry Anderson, is personnel consultant for the LDD division. He began with Hinky Dinky as a clerk in 1959, moved up to assistant manager in 1962, served as manager of Store 82, Bellevue, then joined the personnel department in 1967. He is a native Omaha, a graduate of North High School, and he attended Omaha University. He and his wife Bonnie Marie have two sons.



Larry Anderson

Millican, Small, Buckner Managing Stores in New Territory

General Manager, Store 803



Bill Millican

3 More Southern Stores Boost LDD Total to 25 In U.S. and Puerto Rico

Opening three LDD stores in the same city and on the same day is no longer a record. (The Company opened its Brookfield, Point Loomis and West Allis stores in Milwaukee on the same day about four years ago.) But we are mighty proud of the fact that we did it a second time when Stores 800, 802 and 803 were opened on August 1st

General Manager, Store 800



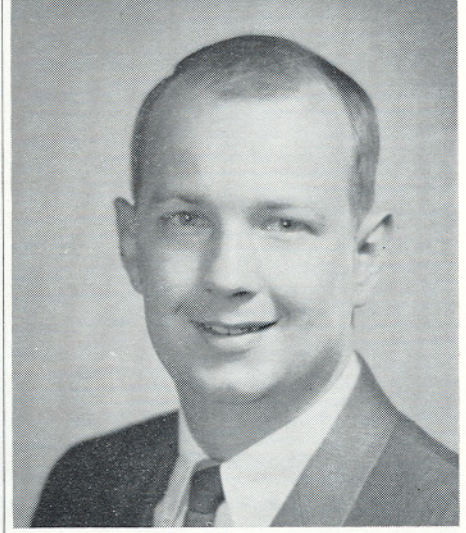
Bob Small

in Atlanta, Georgia, a new territory. A fourth store, No. 801, is rapidly nearing completion, and is scheduled to welcome customers about the first of the year.

Following are listed key personnel in each of the Atlanta stores.

Store 800: Gen. Mgr. Bob Small
Co-Mgr. Bob Mapes
Market Mgr. Bill Seagraves

General Manager, Store 802



Don Buckner

Store 802: Gen. Mgr. Don Buckner
Co-Mgr. Carl Jeffrey
Market Mgr. Morris Rich

Store 803: Gen. Mgr. Bill Millican
Co-Mgr. Lonnie Pettus
Market Mgr. Jimmy Maddox

Bob Small is the lead man or head manager. Lyle Ketchum is meat co-ordinator, and B. B. Swafford is produce co-ordinator.

News in Brief

Roger Kopf, Store 33, has left the Company to join the U. S. Navy.

Bob Ash, Store 55, and his Boy Scout troop had an exciting time during their recent trip to Canada. They had trouble sleeping because the bears around the camp made so much noise.

Two unusual but welcome guests paid a brief visit to the Dick Black home in Lincoln on September 17. Mrs. Black was surprised to discover two whitetail female deer resting comfortably in the back yard. The "girls" made themselves at home for nearly two hours. Then, becoming alarmed by an approaching dog, they left hurriedly for other pastures.

Gary Papke, a part-timer at Market 59 and a junior at Northeast High School in Lincoln, was one of two boys who represented Nebraska at the "Boys' Nation" in Washington, D.C.



All Atlanta stores are almost identical in layout and design, including this attractive entrance to the "Treasure

Island Food Department" from the general merchandise section.

LDD General Managers' Conference Fills Three Busy Days



Two of the founders of the Company were interested spectators, during the session. Ben Silver, left, former secretary-treasurer, retired several years ago. J. M. Newman, is chairman of the board. Both are proud of the progress that has been made by the company they started 43 years ago.



Ray Becker, LDD vice president in charge of operations, organized the conference and served as master of ceremonies. He kept the program rolling along.



Charlie Strobie, Store 77D, left, holds watch presented to him by President Nick Newman for doing an outstanding job of training others to be managers in LDD stores.

LET'S DEVELOP PROFIT



No. 47 Takes Cup Again; Stores 65, 80 Also Win In 1968 Courtesy Contest

The annual Customer Courtesy Contest has ended, and the winners have been determined on the basis of survey conducted in each store by an independent rating service. Additional points also were granted to those stores whose employees submitted essays on the subject, "How To Improve Customer Courtesy and Service."

Frank Bower, manager of Store 47, McCook, made good his boast that his store would again capture the President's Trophy, in addition to taking top honors in the West District. This is the third time in succession that McCook has taken the engraved silver champagne bucket, which gives Store 47 permanent possession of the trophy.

Store 80, Omaha, was named the winner in the Central District, and Store 65, Des Moines, defeated all contestants in the East District.

All employees of the winning store in each district will be guests of the Company at a victory dinner served at a restaurant of their choice.

The winning entry in the essay portion of the contest was written by Mrs. Lohrine DePoyster, a checker at Store 82, Bellevue. She will receive a \$100 U. S. Savings Bond. Her essay is printed elsewhere in this issue of your magazine. A record total of 648 essays were submitted.

(Honorable mention)

'Building Better Relations'

by

Bob Saum, Market 22

Customers! They are the life blood of every business in the world. Without them, no business can survive.

To get them to come into our stores and shop is a real challenge to a lot of talented people. Our company employs the best personnel available, and this talent employs the best schemes known; then they wait anxiously for the result of their labor to come pouring in through our front door.

Yes, it takes a lot of people and a lot of money to get a customer into our store, but it only takes one person to chase her right back out.

When a customer is handled badly in the store, all the effort that was spent to get her there has just been undone.

Building good customer relations is hard work! Special people with special talents are hired for the specific job of getting customers. Those of us who

Essay Written by Lohrine DePoyster Wins Top Honors in Annual Contest

Mrs. Lohrine DePoyster, a part-time checker-cashier at Store 82, Bellevue, was named winner of the 1968 Essay Contest, after an exhausted panel of judges completed the reading and rating of 648 entries. The contest



Lohrine DePoyster

theme was "How To Improve Customer Courtesy and Service."

Lohrine's essay was selected by the judges over four close runners-up, and the decision wasn't easy. Receiving honorable mention were the entries of Mary Jo Diggle, Store 57; Jim Jakub and Bob Steinberger, Store 59; and Bob Saum, Market 22.

Lohrine will be given a \$100 U.S. Savings Bond for her outstanding essay, which follows.

are charged with the task of keeping customers have a great many other chores to perform, but it must always be remembered that the duty of good customer relations comes first.

It's not always easy to be nice to customers. Sometimes they are demanding and unreasonable, but we need them. All of them!

When a customer demands attention, be patient and help her without grumbling. She doesn't know how much other work you have to do; it is not her concern, and there is no reason for her to care about it. After all, why should she? All she knows, when you grumble, is that you invited her into your store to shop, and now you don't want to take time to help her!

Always remember your company policy on guarantees, as this can be very important. There will be times when

We, the Citizens of the United States, are proud to be living in a Democracy, where the pattern of life is one of choice. Freedom of competition is a characteristic of Democracy. Never before has the pressure of competition been so great as at the present time.

Business and industry have become a jungle of highly educated people and cold calculating machines. They are experts at planning promotions, programming charts and giving statistics, advertising, budgeting, and rules and regulations, but there is still one simple commodity necessary for the success of selling the buying public on their product or service.

This commodity is courteous service. In our modern stores, the design, quality of merchandise and price are very similar—so then it must be the courteous personnel who hold the key to successful selling.

Webster defines courtesy as "politeness, affability, civility, or respect." It remains a cool, meaningless word until it is implanted into the hearts of the salespeople who deal directly with the buying public and suddenly "courtesy" becomes the dynamic power of selling.

Courtesy is a polished quality that distinguishes the agreeable and cooperative from the self-centered. When combined with good grooming, a sincere smile, a dash of enthusiasm, and with just enough tact or mental perception to never injure pride by contradictions—it becomes the greatest selling power a company can have.

Courtesy stimulates courtesy to all who are exposed to it. Like a smile, it becomes contagious. It must become standard equipment and say to all "I like you, I respect you."

Everyone has two personalities: (1) Native, or the personality you are born with or have inherited, and (2) cultivated, or self-acquired. It is the cultivated personality or courtesy that salespeople must develop to deal successfully with other people. It is a state of mind or a mental attitude toward others.

How does one acquire a courteous personality? There are four basic rules to follow and to live by:

I—Good mental and physical health:

Happiness is essential if you must meet the challenge of work-

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'Courtesy Is Cultivated or Acquired, Never Inherited,' Says Bellevue Checker

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ing with other people. You cannot be at your best if you are not physically fit or mentally happy.

2—Good grooming:

This gives comfort and moral support and a good first impression.

3—Knowledge of your job:

Gives confidence. To be unsure breaks down your ego and poise and is easily detected by others.

4—Courtesy: (sincerity, manners and humor)

Courtesy or mannerism is by far the greatest tool you can use. Put yourself in the customer's place, respect his feelings, his viewpoint, and moods. Treat him as you wish to be treated.

A thank you makes him feel important. It tells him he has done something for you. The greeting and smile you give, tells him you are glad to see him. It can be a warm bond of friendship between buyer and seller.

The ability to apologize is an art. It is almost impossible for a customer to remain unfriendly or complain in anger if a smiling clerk offers a sincere and simple apology. "I am sorry we have kept you waiting" or "I am sorry we have inconvenienced you."

An apology, even if you are in no way the cause of the difficulty, offsets the other person's discourtesy. It merely tells him you have shown respect and regard for his viewpoint and comfort. Too many clerks feel they admit defeat by an apology. This is not the case. First of all, listen to the complaint, give a sincere apology and then, with a little tact, bring your point of view into the discussion. Assure the customer that it will not happen again, and **above all**, remember the incident and the person — because he will be back to see if you really are "for real," and the second time around make of him a believer, a friend and a steady customer.

Train yourself to remember people by their personalities and moods and by their likes and dislikes in handling their purchases. This is even more important than remembering their names. Give them the little favors they like,

before they ask. Detect their moods. Feel the urge to hurry or to give them a little extra time.

Give them a bit of sympathy or a bit of happiness, as their mood reflects, but **always** give them sincerity and honesty and manners, the tools of courtesy.

To the salespeople and especially the little grocery-store checker, if you have all these qualifications and have not received a compliment or full credit for your ability to cope with the chore of pleasing all the customers all the time, remember: "God has surely smiled on you today," because in this world of super-humans and automation, you, through your courtesy, have carried out His plan of love and consideration for your fellow man.

(Honorable mention)

'Contest Boosts Courtesy'

by

Mary Jo Diggie, Store 57

Amazingly, this contest has done wonders for our employees this year. Everyone is working together as a team, and it is reflecting in our service to our customers. I can't recall when morale was so high! We shared ideas and communicated, probably better than we ever have at any other time.

We seem to be taking a real interest in our customers, and I feel that they have noticed this. All of us have gone out of our way to do things for customers that I don't think we did before. And, the most wonderful part, it's become second nature to us. When the contest ends, I don't think we'll change; these are not extras anymore, they're everyday gestures of service.

I'm happier in my job than I've ever been, and I think most everyone feels the same way I do. The best way to build spirit is competition, and our spirit is high. This will benefit our customers more than any other thing could.

I only hope the other stores feel the same sense of pride and satisfaction we do. We're the winning store, trophy or no trophy.

Come in, let us serve you. Then you'll know why we're the "real" winners of this contest.

(Editor's note: Other essays that were given honorable mention will be published in the next issue of your magazine.)

Building Better Relations

Continued from page 12

a customer will return something which she has no reasonable reason to return. When this happens, remember the guarantee; it says "satisfaction or your money back," and that's what it means. The policy doesn't say that anything terrible must be wrong; it simply says, "satisfaction guaranteed."

When a customer is nasty, you be nice. Be extra nice. Courtesy is never fatal. On the contrary, an overdose administered properly will usually calm even the wildest eye. It is pretty hard to stay mad at someone who is being nice to you.

If a customer demands attention with an item that is not in your department, don't bore her with any details of why you can't help her. Ask her to please wait right where she is, and you will **bring** someone who can help her.

Never send a customer for help! Always take her to someone who can help, or bring that help to her.

It is very seldom that customers come into a store to shop a particular department. Usually they come to shop at Hinky Dinky, and when they see you, they don't see a "produce man" or a "meat cutter" or a "clerk"; they see a "Hinky Dinky employee" who is about to show them the gentle art of "building better customer relations."

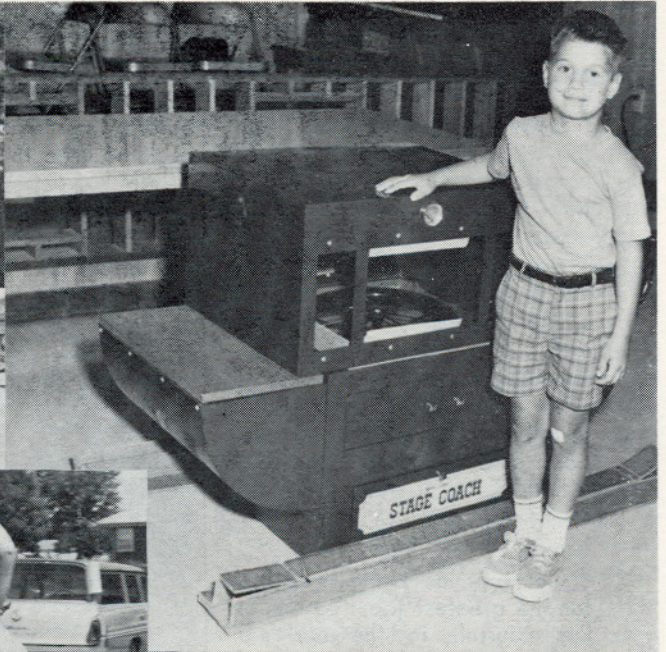
'Outstanding Growth'

Continued from page 2

tegic Air Command. He went on to be Director and then Vice President of Operations. His ability and managerial skill enable him to quickly grasp the fundamentals of the food business, and to establish himself as fully qualified to handle the big Presidential responsibility we have passed on to him.

I look forward to my future association with Herb and Chuck and wish them the best. They and all of you associated with them have tremendous opportunities for future progress and personal growth. Over the years our Company has been a great place to work for thousands of people, providing top compensation, full security, employee benefits and personal advancement for everyone who strived for it. From my viewpoint, this is only the beginning. Opportunities are unlimited for everyone in the American Community Stores Family.

Nineteen Sixty-Nine should be our best year, ever. I wish you all a most happy, healthy Holiday Season.



Company Picnic
McCook, August 4, 1968

Edwall Joins Growing Number of Resting Hinky Dinky People



Harold Edwall, left, the guest of honor, and Jim Schmidt, meat supervisor for the West District, who made a special trip from Omaha for the festivities.



Manager Les Ricenbaw, Store 49, lends Harold a helping hand in opening the many gifts presented to the retiring meat cutter and long-time Hinky Dinky employee.



The Edwalls enjoyed the excellent dinner provided especially for them, but the most enjoyable part of the evening was the fun and fellowship that came later.

Teachers Get Explanation Of Retail Food Business

As it has done from the beginning of the program, Hinky Dinky once again participated in the annual city-wide Business-Industry-Education Day.

On August 29, the Company was host to 17 teachers from Omaha public and parochial schools. Each was picked up at his or her home and delivered to the Distribution Center for a morning of informative talks by Company executives. Taking part in the program were Vice Presidents Chuck Monasee and Jim Herron, Grocery Buyer Dick Rochman, and Advertising Director Bill Bigger. A tour of the Distribution Center was led by Superintendent George Thomazin.

The group also toured Store 64, then adjourned to Palazzo 'Taliano for lunch. Hostesses were Joyce Gwin, Public Relations; Iola Knowles, Advertising; and Ruth Kraft, Personnel.

After lunch, the guests were returned to their homes.

52,200 lives were forfeited on America's highways in 1967, according to an annual survey by The Travelers Insurance Companies. In addition, 4,200,000 persons were injured.

Housebroken nowadays means that you're buying one. — The Pana (Ill.) News-Palladium.

Market Man Lays Aside Tools of Trade To Retire

Meat Cutter Harold Edwall, an employee of Hinky Dinky since 1955, has retired. His presence behind the meat counter of Store 49, North Platte, will be missed by his many customers and friends.

Full-time staff members of the store and market honored Harold with a testimonial dinner at Tucker's Restaurant on August 31 and presented him with a number of gifts in token of their admiration and respect.

Harold will now have time to enjoy his hobbies of reading and working in his yard, but he will continue to be regarded as a member of the Hinky Dinky family.

Card of Thanks

It is difficult to express by a mere "thank you" how much we appreciate your special help when our son and grandson, Michael Ray, had his (heart) surgery.

Due to you and people like you, who cared, Mike is well on the way to complete health and looking forward to school.

We thank you and all the Hinky Dinky employees who helped.

The Burke family
Michael Ray
Mr. and Mrs. Dennis Ray
Mr. and Mrs. Ray Burke

Vacation Daze

Marv Vinsonhaler, Store 33, and his family spent their vacation at Lake Clitherall, Minnesota.

From Store 55 we learn that Charlie Freund went to Las Vegas, Phil Caskey vacationed in California, and Tom and Pat Burgett got a Florida suntan.

Alice Burge, Store 64, toured the southwestern states.

Dick (Store 62) and Nell Black enjoyed the scenery in the Jasper and Banff areas of Canada.

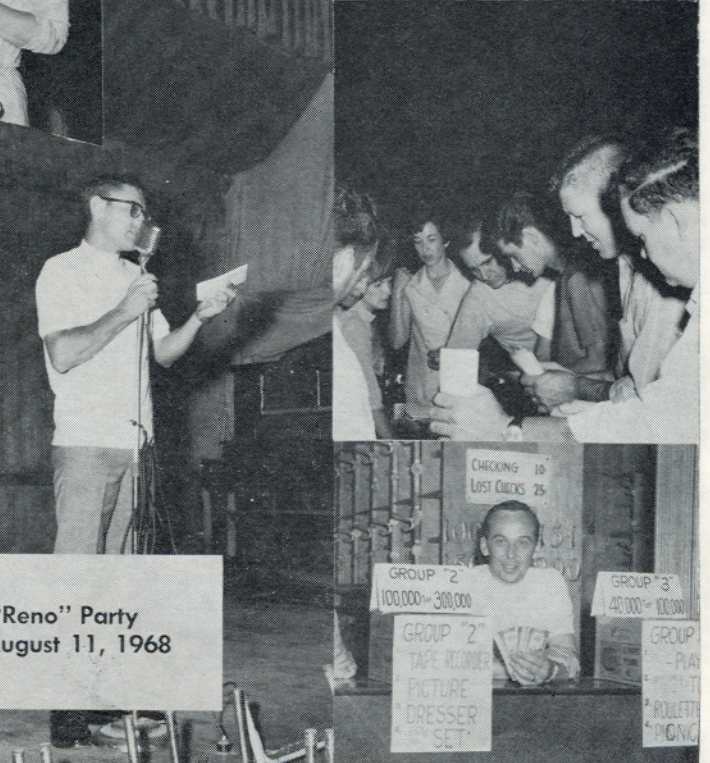
Jim Hagans, Store 66, has returned safely after spending two weeks in Aca-pulco, Mexico.

Anniversaries

Betty Blount, Store 67, and her husband Gene completed nine years of marriage on August 8.

Jean Majeski and husband Dennis will celebrate their third wedding anniversary on November 20.

Vera McBroom, Store 55, and her husband Keith observed their 39th wedding anniversary on October 11.



HDEA "Reno" Party
Omaha, August 11, 1968

CHECKING 10
LOST CHECKS 25

GROUP "2"
100,000 - 300,000

GROUP "3"
40,000 - 100,000

GROUP "2"
TAPE RECORDER
PICTURE
DRESSER
SET

GROUP
PLAY
ROULETTE
PICNIC

Hinky Dinky Weddings

Mary Havel, Store 62, was married in August to Phil Pate in Atwood, Kansas.

Cathy Eakins, part-time office girl at Store 66, and Larry Carmody, former Hinky Dinky employee now serving with the U. S. Air Force, were married November 2.

Pat Ricketts, Store 64, and Peg Murray, former checker and meat wrapper, were married September 20.

Avelas Harper, Store 57, was married September 30 to Ricky Burriss at the home of his parents in Council Bluffs. The bride is the daughter of Del Harper, also of the Bluffs.

In Sympathy

Brian Hardie, 5-year-old son of David Hardie, Market 58, died October 27 after an extended illness.

Frank Weiss, father of Ray Weiss, Market 82, and father-in-law of Jack Zuerlein, Warehouse, died October 22. He was 75 years of age.

Death took the infant daughter of Dennis and Sandy Barrett on August 20. Dennis is an employee of Store 24, having recently been transferred from Store 33.

The 3 month-old son of Mr. and Mrs. Terrence Burggraff died a short time ago. The father is an employee of Store 48.

Fred Campbell, father-in-law of Dick Bartz, Store 70, passed away recently at the age of 65.

Mrs. Nora Taylor, mother of Produce Manager John Taylor, Store 43, died October 8. She was 77 years of age.

Mrs. Adelia Hearn, mother of Home Center Supervisor Clarence Hearn, passed away October 6 in Tucson, Arizona. Burial was in Monticello, Iowa.

These Kids Have Talent and Imagination



These were the youngsters that won prizes at the annual Hinky Dinky Hallowe'en Party at Store 80. They were typical of the thousands of kids who competed in the costume contests in every store in the chain. After the judging, each child received a bag of treats.



With the season of goblins and witches at hand, and knowing that there would be plenty of requests for decorative materials for Hallowe'en parties, Produce Manager Joddy Dungan, Store 64, and his rustic assistant were ready and waiting.



Company Picnic
Des Moines, August 25, 1968

Jolly Pumpkin Boosts Seasonal Sales



Entrance to "Hallowe'en Candy Land" was through the pumpkin's mouth at Store 71. Gay streamers of black and yellow crepe paper, corn

stalks, gourds and ears of colored corn left no doubt as to the season being celebrated.

Best Wishes for a . . .

Speedy Recovery

Truck Driver Hugo Glocke is recovering after being hospitalized due to illness.

Mrs. Ray Wilson also is improving after an illness required hospital care.

Our correspondent at Store 67, informs us that his group apparently "believes in keeping the staff in stitches." Three staff members—La Dene Weiss, Denny Pratt and Dave Dalton—were hospitalized recently for operations. All are recovering nicely.

Hinky Dinky Part-Timer Assists Crippled Children

Mary Beth Saxton, part-time Home Center girl and checker at Store 48, is a busy teenager, but she has plenty of time for the unfortunate and helpless.

Mary Beth, who is the daughter of Manager Jack Saxton, Store 48, was the subject of a recent article in the Omaha World-Herald. It told of the pleasure she experiences as a counselor at the Easter Seal Day Camp for handicapped children. Her duties include helping the children swim, visit the zoo, and participate in arts and crafts studies.

Mary Beth, who is a junior at Holy Name High School, has been a Camp Counselor for the last two seasons.



Fresh Produce

Don Sproul, Store 57, and his wife Rose, a former Hinky Dinky employee, report the birth of a son, Bennett James, on October 21. He weighed in at 8 pounds 2 ounces.

Leonard and Sheila Manley have a new daughter, Jennifer Christine, who arrived August 6, weighing 8 pounds 8 1/4 ounces. The mother is a checker at Store 66.

Another birth reported by Store 66, was that of Donald Lee Jones to part-time Office Girl Linda Jones and her husband Gary. Donald weighed 7 pounds 8 ounces when he was born on July 30.

Store 62 has a new addition to its cradle roll. Shon Olson weighed just 2 ounces short of 9 pounds when he arrived at the home of Ronald and Vicky Olson.

On August 15, the home of Manager Phil Morrison, Store 90, and his wife Mary was made brighter by the arrival of a 5 pound-12 ounce daughter. She has been named Catherine Irene.

Eight days later, on August 23, a son was born to Lester and Mary Jensen, also of Store 90. Weighing 6 pounds 1 1/2 ounces, the young fellow was named Michael Lester.

Ed (Store 33) and Janice Ennen report a daughter born to them on June 25. She was named Marci Linda.

Gary Marker, Store 70, and his wife Delaine, Store 58, named their daughter Lora Lea when she arrived August 6. She weighed 6 pounds 5 ounces.

Sports Shorts

Bob Parkins, Hinky Dinky truck driver, had his usual good luck on a hunting trip in Canada. He bagged a 1500-pound moose.

Some real good scores are being reported from our bowling enthusiasts. Les Scott, Office, turned in a 244 game, and Jessie Meyer, Store 57, got a 570 series. Not to be outdone, Erv Jensen, Store 82, bowled a 232.



Company Picnic
Omaha, September 8, 1968