

New Super Market Ready

GR Meijer Store Ready

Concern Operates Also in Greenville, Ionia and Cedar Springs

A grocery business started practically on a shoestring as an emergency measure in the depression years has grown from the small store of its beginning to four large super markets, the fourth of the Meijer's Super Markets to open Thursday in a new building at 4242 Division Ave., S., in Home Acres.

Meijer's Super Markets, Inc., also operates stores at Greenville, Cedar Springs and Ionia.

The business really is a family affair. Hendrik Meijer, President of the organization, started in the grocery business in Greenville in 1834. A barber, he owned several buildings at the time, and unable to rent them because of the poor times decided to go into the grocery business rather than let the space stand empty.

MOTHER, TOO

During the first year, Meijer's daughter, now Mrs. Donald Magoon, operated the store. Mrs. Meijer, too; had her hand in the business and worked in the Greenville store about 12 years. Son Fred G. H. Meijer has been associated with the stores for some time and now is general supervisor and also is in charge of the grocery departments of the four stores.

Officers of the corporation besides the elder Meijer are Fred, who is Vice President; Mrs. Magoon, Secretary; Mrs. Fred Meijer, Assistant Secretary and Donald Magoon, Treasurer.

Ronald Van Valkenburg is meat manager for the four stores and Ben Hankamp supervises the produce.

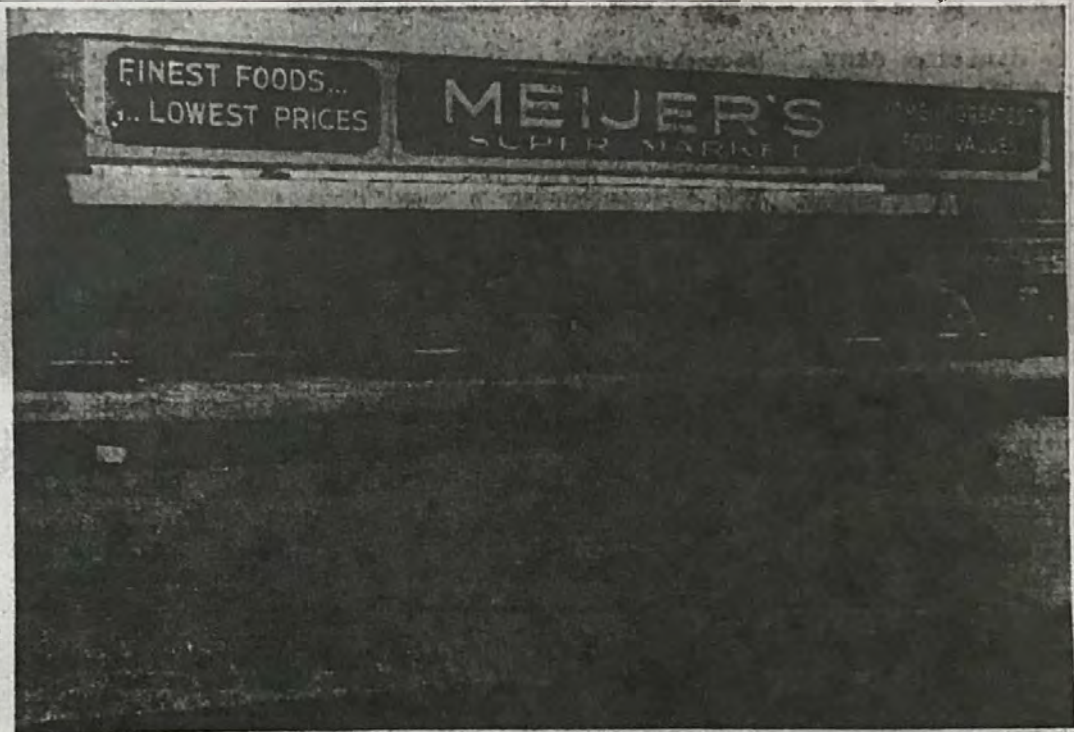
General manager of the new store will be Lewis (Bud) Clark of Greenville. Meat manager will be Clifford Emmons and produce manager, Howard Coll.

The new brick building, which the Meijers planned themselves, is 100 by 100 feet and was started last November. Construction contractor was Gunnar Johnson.

RADIANT HEATING

Heating for the building is the radiant floor type and features will include an ice produce display designed especially for the Meijer store, metal turntable checkouts, and Magic Eye doors.

As the building is set back 40 feet from Division Ave., ample angle parking will be available in front. Also two other large parking spots are planned at the north and south of the building.



Family Project

Above is the new Grand Rapids home of Meijer's Super Markets, Inc. The organization operates three other stores in Greenville, Cedar Springs and Ionia. The new building, which will open Thursday is located at 4242 Division Ave., S., in Home Acres. At right are Hendrik Meijer and his son, Fred G. H. Meijer, the elder Meijer at the left. The Meijer family controls the business.



CHOICE DEPENDENT ON VARIOUS FACTORS

Early Color Planning Wise in New Home Building

Legions of esger-eyed new home builders are now poring over blueprints, watching joists and ridgepoles rise, or inspecting smooth wall surfaces soon to be ready for their coats of many colors. Whatever the stage of construction, the builders are exceedingly color conscious and—the wiser they are—the earlier they begin to plan definitely for their interior color schemes.

Take the kitchen, for instance—

should have a satisfying and gratifying quality about it. But such preferences should be considered carefully, weighing the various factors involved. Suppose, for instance, that your favorite shade is a deep rose-red. Remember to consider carefully the size of the areas on which the color will be used. Walls of deep rose-red would set off your gleaming white kitchen equipment most effectively, but if your room is small, without

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