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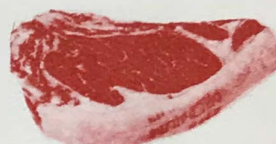
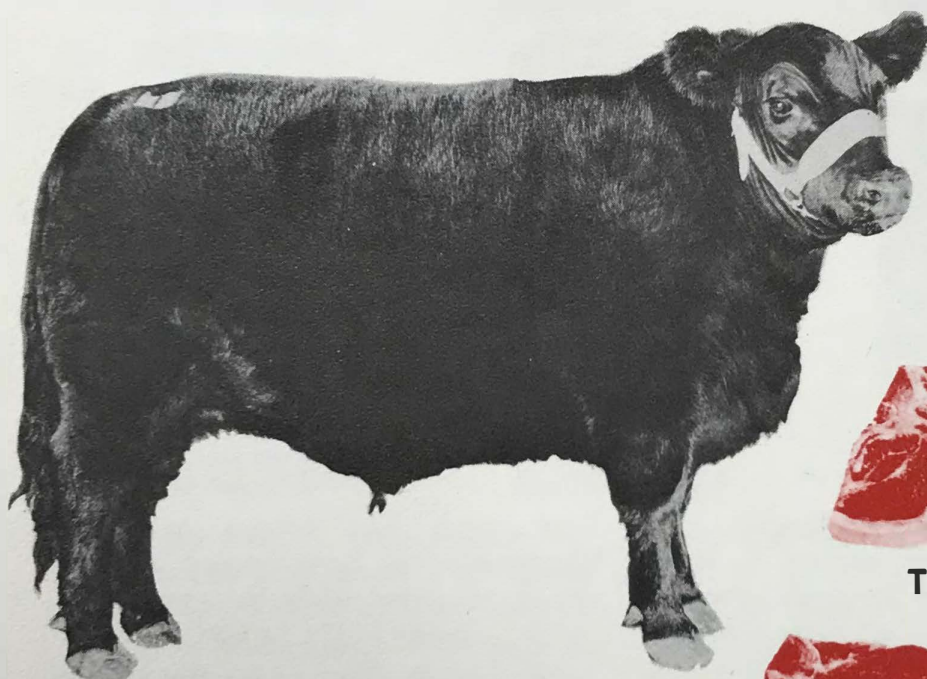
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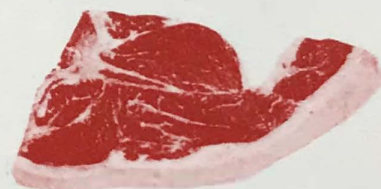


Grand Rapids Ryerson Library
Michigan Room
Grand Rapids, Mich.

Trademark



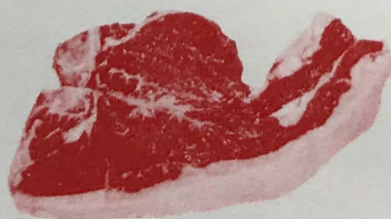
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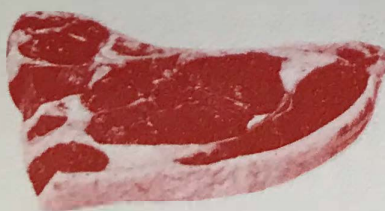
T-BONE



PINBONE



PORTERHOUSE



SIRLOIN

Eberhard's STEAKS
ARE A BARGAIN!

(Page 10)

Looking for a Future? THESE PEOPLE ARE BUILDING



KEN BEENEN
MEAT SPECIALIST



RAY DYKHOUSE
GROCERY MANAGER



ED GIFFORD
MEAT MANAGER



JERRY PELAK
MANAGER TRAINEE



ED REITSMA
STORE SUPERVISOR



GEORGE SMITH
DISTRICT SUPERVISOR

Hard work, good judgment, loyalty and a selfless interest in their jobs has recently brought rewards in the form of recognition and advancement to each of the Eberhard employees pictured above.

The opportunity is here! Eberhard's continued expansion provides more jobs for all from the level of carry-out boys to department managers and store supervisors. As more new stores are opened, and this is the company's intention, there will also be new top management opportunities created at the administrative level.

It is the company's hope and intention wherever possible to fill these new jobs through promotions from within the Eberhard organization. We want those people whose

hard work has helped to build Eberhard's to have every opportunity to grow with the company.

WHAT IT TAKES

Hard work, (lots of it) the ability to accept responsibility, the courage to smile when the going gets rough and the confidence and know how to direct and teach others who may work under your supervision. These are what it takes. These are the big stepping stones to success and advancement. None of these steps is easily made. It is almost always easier to fall back by leaving a part of the job to be finished in the morning; to step aside and duck responsibility when the decision is rightfully yours to make; to gripe and look for sympathy when things seem to be running against you; to criticize or overlook the short-com-

THEIRS WITH EBERHARD'S



GENE HENTSCHEL
GROCERY MANAGER



JERRY HOMMERSON
MANAGER TRAINEE



MIKE KULAK
GROCERY MANAGER



MARV TOMPKINS
MEAT MANAGER



NIEL VERSLUIS
MANAGER TRAINEE



RALPH ZIMMERMAN
MANAGER TRAINEE

ings of co-workers rather than taking time to give them the benefit of your know-how and experience.

Over in Wisconsin, Mr. Frank V. Birch, who is a past President of Lions International, has made some comments out of his long and active business experience which all may find of interest and value.

Through the years, he has employed a lot of men—some of whom have "gone places", and others who have not. In retrospect, he puts these men into five classes as follows:

1. Those who have to be told what to do and how to do it—and then you have to check and see that they have done it. They are the most numerous, easiest to replace and seldom get very far in life.
2. Those who have to be told what

to do and how to do it—but you don't have to check up on them. They are dependable and will carry out orders as they are told. This group is also large and gets further along in life than the Class 1 boys.

3. Those who merely have to be told what to do. They know how to do it and you don't have to check up on them. Their number is more limited.

4. Those who do not even have to be told what to do. They know what needs to be done and how to do it. They are "going somewhere" all the time—headed higher and higher toward Class 5.

5. Those who do the telling.

Mr. Birch gives us all something to think about—something pretty fundamental to our business and personal progress.

YOU TOO CAN BE A

BOUNTY HUNTER

The varmints we're out to capture fit every description you can think of. They're young; middle-aged and elderly. There are both men and women. They often operate alone but sometimes work in teams. Generally they look just about like anyone else.

In spite of their numbers, you don't need a posse to catch up with them.

You don't need a six gun.

No travel necessary, so you won't need a horse.

To cash in on the reward all you need is to be alert.

The reward, \$5.00, will be paid to any Eberhard employee for information leading to the apprehension (must be taken alive) of a shoplifter.

At Eberhard's there is a year round open season on shoplifters and recent reports indicate that the hunting is good for those who are alert. For example, at the Wealthy Street Store six shoplifters have been apprehended during the past two months. Our leading bounty hunter is Henry Baker, a part time clerk at Wealthy. Henry has received full credit for two of the rewards paid out and shared in a third.

The professional shoplifter may utilize an endless number of means for concealing his stolen loot. He may use an over-sized purse, a split coat lining, an open shopping bag, an elastic sleeve holder, a trick vest, a loose coat, a false bottomed sack or any one of many other devices. One shopper apprehended re-



HENRY "SHERLOCK" BAKER

cently was, because of her appearance which suggested pending motherhood, sympathetically received by the store manager. She had been observed concealing two small items in her purse. The manager's sympathy waned rapidly when he discovered the apron she was wearing was really a cleverly disguised sack.

In the sack was a pound of butter, two packages of cube steak, a chuck roast, dried beef, candy, hair tonic, a nurser, toothpaste and a large bottle of pancake syrup.

If you see a shoplifter, signal your store supervisor and be ABSOLUTELY SURE of three things.

1. Know what the person took.
2. Know where he has it.
3. Know that he still has it.

DO NOT APPREHEND A SHOPLIFTER YOURSELF. ONLY THE STORE SUPERVISOR OR HIS ASSISTANT HAS THAT AUTHORITY.

The Big Continues to GROW – GROW – GROW

Our new store at Ramona Park boosts to thirteen the number of Eberhard markets in the greater Grand Rapids' area. Purchased from a competing chain store organization, the Ramona market is well located to provide convenient shopping for our customers in East Grand Rapids.

"CLOSED" signs were displayed during the first two days that we took over the store. During this time the tremendous task of completely revamping the store was carried out. This included the adjustment of prices on merchandise

we purchased with the store; re-arranging merchandise on the shelves to coincide with our own patterns; building the many displays, installing new equipment and taking care of the 1001 details that are part of a new store opening.

The deadline for the Wednesday morning opening was met with only hours to spare. Clarence Timmer, Ramona manager, and his crew including volunteers from most of our other stores, had worked until almost midnight on Tuesday taking care of the finishing touches.

The management team at Ramona gets together in the backroom to plan and coordinate their sales program for the coming week. Left to right are Clarence Timmer, store supervisor; Niel Versluis, manager trainee; Clayt Grilley, grocery manager; Don Riemersma, produce manager and Frank Bigler, meat manager.





Eberhard's Fashion Parade

Cashiers all had an opportunity to voice their "say-so" at Eberhard's Fashion Parade. Dozens of garments from the country's leading uniform manufacturers, modeled by a number of our versatile and talented checkers, gave all the girls an opportunity to see and evaluate styling, materials and comfort factors.

Then the girls made their decision. First a secret ballot was taken and from this the few most popular garments were selected. These uniforms were then modeled simultaneously and a final choice made by a show of hands.

The now official dress for Eberhard cashiers is a charming new style. Tiny tucks making up the set-in yokes, both front and back, are accented with fresh looking lace medallions. The smooth feel of fine cotton is retained in the Dacron-cotton broadcloth material from which they are cut. This is a wonderful blend that is easy to wash, dries quickly, resists wrinkles and requires just a minute or two of easy touch up ironing.



Behind the scenes Florence Combs assisted modeling cashiers with their quick changes and made last minute "pin-up" adjustments. Above, as Florence tidies the collar for Edith Vander Laan, Nadine Francis waits her turn. Nadine is wearing the same uniform as that chosen for our cashiers except that ours have been made with a separate rather than a set in belt.

KENNETH P. BEENEN—Meat Specialist



In April, 1946 an advertisement appeared in the Grand Rapids Press: "Help wanted in meat department — Apply Eberhard Foods."

Ken Beenen, a young veteran recently discharged from the U. S. Navy applied for the job and was accepted.

Those were days of feast and famine as far as supplies of fresh meat were concerned. After working only two months, there was a meat shortage and Ken received a three day vacation (with pay). Recalling the first few months he worked for Eberhard's, Ken says, "We either had all the meat in Grand Rapids or we didn't have any."

Ken was born in the Burton Heights area 33 years ago. He got an early start in the meat business when, at the age of twelve, he went to work skinning franks for an uncle.

After a short time he was promoted from the back room to the front of the store where his education in the food business was more fully rounded. While enrolled in high school, he went to work each morning to set up the produce rack

before beginning his classroom work. Little heed was paid to the idea of "split shifts" in those days and Ken was happy for the opportunity of being able to go back to work again after school. During these afternoon and evening hours he would wait on customers, stock shelves, cut pork chops or handle just about any of the jobs a clerk in a service store might be called upon to do.

After graduation from Grand Rapids Christian High School, Ken received an invitation for full time work with the Navy. He took the job. In the first few months, he received training at Great Lakes, Fort Pierce, Florida and Norfolk, Virginia. Then he moved out to the Pacific.

It was two months after his discharge from the Navy that Ken began work as a meat cutter at our Division Avenue store. At that time there were only three Eberhard markets and, for a brief time, he worked in each of them. Then he settled down at Wealthy Street for eight and one-half years.

This past summer, Ken was promoted to the position of Meat Specialist. In this new job he works with the meat managers in all stores to increase their sales, improve gross profits through better merchandising techniques and better personnel relations with all meat department employees.

Ken first met his wife, Marge, in high school. Then with the interruption in his personal life while he served with Uncle Sam, he lost contact and didn't see her again until 1950. After that it didn't take long. Marge and Ken were married in January, 1951. They now have three children, Don, who is eight; Dave, 5; and Sue, age 3.

Ken's number one hobby is puttering around the house to make it more attractive. Also when he can find time, he enjoys fishing or watching the Tigers play ball.

This is the thirteenth in a series of stories about key personnel in the Eberhard organization.



FRANK LITTLE

How the Madison store fire really began we will probably never know. In a few hours it had completely destroyed the store and brought despair to the many Eberhard people who had known and worked with Frank Little. As the senior officer of the company present in Grand Rapids at the time, Frank was at the fire scene to supervise protection of the company's property interests. Before the fire could be brought under control Frank was stricken by a heart ailment. We mourn his passing and extend our sympathy to Frank's family.



Monday, July 13, was a warm summer evening. Joe Peet, locking the Madison Avenue Store; Gerry Williams and Rick Brennan, the boys who had stayed to help sweep, were all happy to be on their way home before seven o'clock.

It didn't take long.

Less than two hours after Gerry and Rick had put away their brooms the store's front windows were exploding onto the sidewalk.

The last piece of fire equipment rolled away Tuesday morning. Behind it were four brick walls housing a sodden mass of charred debris.

Before noon some of the clerks and cashiers were already at work in other stores. By Wednesday morning all were on the job and throughout the remaining summer months they helped to fill the temporary vacancies left by other va-



cationing employees. No one suffered a lay off of more than one day.

Cleanup operations began immediately. In one of the brick walls a huge hole was broken. Through this hole a crane was driven. It parked in the center of the store and from this position proceeded to clean away the debris around itself, lifting giant bights of rubbish onto waiting dump trucks.

Exactly eleven weeks after the fire, employees enjoyed an Open House at the New Madison Store. Comparing "The New" with "The Old," visitors found the only thing the same was the address, 1309 Madison, S. E.

Outside, the store had a new clean profile that made it (we

honestly believe) the most attractive store of its size we have seen.

Inside, from the Spec-Dee Check-outs at the front to the air curtain dairy case along the back aisle, the store is a bright pleasant place to shop.

We, as individuals, can consider ourselves fortunate in that because of the company we work for and the favorable circumstance of this incident occurring during the vacation months, we suffered no lay offs nor loss of income.

The store has been replaced with a new market of which we can all be proud.

Beyond replacement is a husband; a father; a friend; an enthusiastic worker; a man with ideas. Frank Little was these things. Fight to prevent fire that this tragedy may not repeat itself.



SUBURBAN TEACHERS LEARN ABOUT

THE "HIGH" PRICE OF STEAK

Twenty-three teachers from suburban Grand Rapids' schools were our guests last month at the annual Business-Industry-Education Day. Following a program at the Civic Auditorium, the educators toured our North Plainfield store and then joined in a luncheon discussion about operations and opportunities in the super market business.

One of the high points of the day was an enlightening demonstration at the store during which a loin of beef was cut to produce the variety of choice steaks familiar to all of us — club steaks, sirloins, porterhouse and T-bones.

The results of this demonstration, which showed just what was produced from every ounce of meat on the loin, how much we sold it for,

and how much gross profit the company made, were so interesting that we have reproduced them for our TRADEMARK readers on the next page.

Look at the chart and when you read the gross profit figure for this "high priced" beef, consider that out of this must come the cost of the meat cutter's wages, the packaging materials and the meat wrapper's wages as well as those of the cashier and carry out boy. Then too, there are the costs of rent, advertising, taxes, bookkeeping and miscellaneous administrative expenses before that final figure — the net profit can be determined.

Anyone for some of those bargain steaks?

DID YOU KNOW THAT . . .

Little more than half the live weight of a steer is carcass beef . . . and only about 17% of the carcass is loin which produces club, T-bone, porterhouse and sirloin steaks.

How much do our markets make on these steaks that are generally considered to be the more expensive cuts of beef? A test was made by some of our own meat department people and this chart shows the results of their findings.

Cuts from a whole choice beef loin	Weight	% of Total Weight	Retail Price Per Pound	Total Retail Value
Sirloin Steak	10¼ lbs.	22.3%	\$1.19	\$12.20
Porterhouse and T-Bone Steak	12¾ lbs.	27.9%	\$1.39	\$17.78
Club Steak	1¾ lbs.	3.8%	\$1.39	\$ 2.49
Meat for Ground Beef	5½ lbs.	11.9%	\$.53	\$ 2.92
Boneless Meat for Stew.....	2 lbs.	4.3%	\$.79	\$ 1.58
Bones	2 lbs.	4.3%	—	No value
Suet & Fat.....	11¼ lbs.	25.5%	—	No value
TOTAL				\$36.97
Whole loin	46 lbs.	100%	.75 (Wholesale)	\$34.50 (Wholesale)
GROSS PROFIT				\$ 2.47

NEED MONEY?

Here are the reasons why it is smart to borrow from Your Credit Union.

The SEE (Spee - Dee Eberhard Employees) Credit Union officially came into being only a little more than one year ago. Since its inception, 217 employees have become members; a total of 140 loans amounting to more than \$38,500 have been approved and money credited to members accounts from payroll deductions now amounts to \$1,300 each week.

The reasons for being a credit union member are strong and simple. Payroll deductions make saving the easiest that it possibly can be. Members' money is insured against loss; dividends declared may be expected to be greater than interest paid by commercial banks and each member's share balance gives him an equivalent amount of life insurance.

Borrowing from your credit union, likewise, has its advantages over borrowing from commercial lending institutions.

First, and generally considered foremost, the interest charged by your credit union on small loans offers a worthwhile saving to the borrower when compared to what

his interest payments might be to a small loan company or bank. In addition to the standard lower interest rates, it is possible that borrowers might receive a partial rebate on the interest they have paid if the earnings of the credit union are great enough to justify a rebate after members have received a fair dividend on their share holdings.

Unlike banks and small loan companies that are in business to make a profit, your credit union is organized solely for the benefit of its membership. Its purpose is to help members save money and to provide loans at reasonable interest rates. Surplus earnings are returned to the members in the form of share dividends or rebates on loan interest payments.

Convenience is another reason why many members like to borrow from "SEE". In most cases the borrower can obtain a loan application at his store, fill it out at his own home and mail it to the Credit Committee. Sometimes the Credit Committee may want to interview a loan applicant but ordinarily the completed application gives them all the information they need.

Eberhard's Trademark

WHAT YOU SAVE BY BORROWING FROM "SEE"

The figures shown below are based on loans made for one year and repaid in twelve monthly installments.

LOAN	Any Michigan Loan Company	"SEE" Credit Union	"SEE" Borrowing Saves You This Each Month	In 1 Year
\$100.00	\$ 9.98	\$ 8.89	\$ 1.09	\$13.08
200.00	19.77	17.77	2.00	24.00
300.00	29.55	26.66	2.89	34.68
400.00	38.96	35.54	3.42	41.04
500.00	48.09	44.43	3.66	43.92

**Consider that in addition to the savings shown here, there may also be a rebate on part of the interest received by "SEE."*

SEE CREDIT UNION *Christmas* SAVINGS CLUBS

Christmas Savings Clubs through easy Credit Union payroll deductions — This is a red hot idea that is strongly recommended for all "See" members.

If you, or members of your family, have been in the habit of carrying Christmas Club accounts at a bank, consider these two big advantages in using your Credit Union account for the same purpose:

1. No more weekly trips to the bank will be necessary. Deposits to your credit union account will be made auto-

matically every week through payroll deductions.

2. Your credit union account will receive the full share dividend for every month the money remains in your account. Banks may use Christmas Club money all year but you receive NO interest.

Remember, too! You can open accounts for your wife (or husband) and children and also build their accounts with your payroll deductions.

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SO, YOU ENVY THE LIFE OF YOUR GROCER'S WIFE!

BY BEVERLY GINSBERG

(Editor's note: This amusing lament of the wife of a super market manager was first printed in The Chicago Tribune. By requesting permission we received approval to reprint this article, written by the wife of a Bettendorf, Iowa super market manager.)

"WOULDN'T IT BE ideal if your husband worked in a supermarket!"

"Imagine the convenience. You'd never have to go shopping!"

"And think of the money you'd save!"

These are just a few of the statements I heard during a conversation about husbands and their occupations at a recent party. Probably I shouldn't call them "statements." Myths would be a far more appropriate word.

And, believe me, I'm just the wife who knows, because my husband is the manager of a large supermarket. * * *

Take my word, it's not nearly as ideal a setup as some wives might think. For example, I DO have to go grocery shopping or we'd never eat. My husband, who has an extremely retentive mind, can tell you all there is to know about the 4,000 items for sale in his store. He knows their origin, ingredients, uses, price, and availability. Yet he can't remember to bring home a quart of milk.

Don't misunderstand me. He's really a very thoughtful young man and a devoted husband. But he continually gives me that "customer is always right, but you're my wife" routine.

When Mr.-and-Mrs.-So-And-So-Who-Shop-Regularly-Twice-A-Week report buying a box of saltine crackers with no salt, it is replaced with a new box of salted crackers and they keep the unsalted box. What happens when I complain that the can of chicken-noodle soup I opened turned out to be tomato? Nothing. * * *

My neighbor's husband is a fur-

rier. She got her fur coat at cost last winter. A PTA friend of mine is married to a man who works in the office of an auto agency. They got a sizable discount when they bought their new car.

Now, I ask you, is there no justice? My husband keeps talking gobbledygook about the difference in the margin of profit between furs or cars and groceries. He patiently lectures about the profit in a large volume store being less than one per cent of the net income. Maybe so. I'm no economist. In fact, I'm against economy. What I believe in is the majority rule, and since everyone else THINKS I get my groceries cheaper, I think I should, too. * * *

And then there's Bad Check day. I don't mean the day I over-draw at the bank or write a check that comes back for insufficient funds. Allah knows, that's horrible enough. The Bad Check day I mean is the one when my Dearly Beloved comes home crushed and downhearted.

It seems in this world there are some good guys and some bad guys. And sometimes a good guy in business—like said husband—OK's a check written by a bad guy who doesn't even have a bank account, let alone a conscience. Good guys frown upon such a practice.

Don't get the idea I don't like my husband's job. Sure, like most wives, I object to a few minor things. Like when he calls me up and then leaves the phone for a "minute." Next thing I know he has cashed a check, changed the work schedule, interviewed a job applicant, OK'd a delivery, and forgotten me on the other end of the wire.

BIG SAVINGS A SECURE FUTURE

\$110,590.86 . . . This is the reward shared this year by the 161 Eberhard employees whose loyal service has brought them the privilege of participating in their company's earnings.

161 Eberhard employees are enjoying the benefits of a savings program that costs them NOTHING! These 161 people, 61 of them for the first time this year, are participating in Eberhard's Profit Sharing Retirement Program. Credited to their names on individual account cards each year by the Old Kent Bank and Trust Company is money equal to as much as 15% (and sometimes even more) of their annual incomes.

Each year your company puts aside 20% of its net profits to be held in trust for the members of the Profit Sharing Program. This money does not then just sit idly by in a vault waiting for people to retire. Most of it is put to work through investments in stocks, bonds, real estate and government securities. Interest earnings from these investments and increases in the value of the securities then adds to the total value of the fund. This past year this amounted to almost twenty-four thousand dollars.

Prepare for the future by feathering your nest now. Every dollar of profit for Eberhard's means another twenty cents in the fund for you and your associates. It is definitely

to our advantage to do all we can to:

1. Attract new customers.
2. Hold present customers.
3. Give better service.
4. Strive for ever greater efficiency of operation.
5. Create an enjoyable shopping atmosphere.
6. Eliminate waste and accidents.



Vol. III

No. 3

Published quarterly by the Personnel Department of Eberhard Foods, Inc., Malcolm K. Smith, Director; 234 Garden Street, S.E., Grand Rapids 7, Michigan, in the interest of every member of the Eberhard organization that they may be informed of the activities and accomplishments of their fellow workers and of the policies and growth of the company.

Editor — Mac Smith

Eberhard's Trademark

Eberhard's Trademark

Page Fifteen

SCHEDULE OF EVENTS FOR THE

1960 CHECKER AWARDS PROGRAM

**Monday
January 18**

Opening meeting for the 1960 CHECKER AWARDS PROGRAM. All checkers Invited for an evening of fun, prizes and valuable Information.

**Wednesday
January 20**

Balloting by customers and courtesy boys begins. Store managers and assistants will begin scoring performance of all checkers.

**Saturday
February 6**

Balloting ends. Managers' performance ratings completed.

**Wednesday
February 10**

Store winners announced.

**Monday
February 15**

Finalists interviewed and given performance tests by panel of judges.

**Thursday
February 18**

The Queen's Luncheon — for all store winners at which the 1960 Eberhard Checker of the Year will be named.

**February 19
to March 5**

Eberhard's 1960 Checker Queen will make radio and TV appearances, newspaper interviews and take part in a broad program to tell Grand Rapids' shoppers about her work as a Super Market Checker.

**Monday
March 14**

Deadline for submitting the name of our company winner to SMI Headquarters for judging in the state and regional competition.

**WHO WILL WIN "TILLY," THE EMMY AWARD
OF SUPER MARKET CHECKERS?
IN 1960 — WE HOPE IT
WILL BE YOU!**