

# Opening Values!

## BIRMINGHAM A & P SUPER MARKETS

# in the Celebration!

Packer's Label

## TOMATO CATSUP

2 14-OZ. BTL. **25¢**

A&P Yellow Cling  
NEW PACK

## PEACHES

SLICED OR HALVES

4 29-OZ. CANS **99¢**



### 2nd BIG SAVINGS WEEK!

# Green Giant Sale

MIX OR MATCH

**6** CANS **\$1**

GREEN GIANT  
**Niblets Corn** 12-OZ. CAN

GREEN GIANT  
**Cream Corn** 16-OZ. CAN

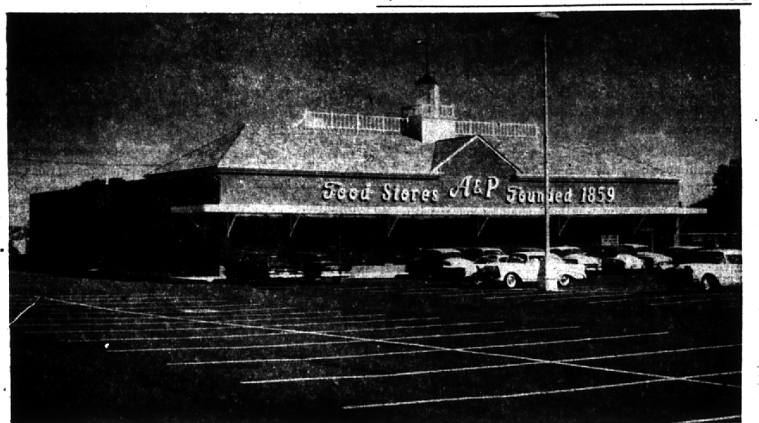
GREEN GIANT  
**Mexicorn** 12-OZ. CAN

**5** CANS **\$1**

GREEN GIANT  
**Cut Green Beans** 16-OZ. CAN

GREEN GIANT—WHITE SHOE  
**Peg Corn** 12-OZ. CAN

Lesser Quantities Sold at Regular Retail



Its colonial design blending well with the Birmingham "village atmosphere", this is A & P's newest supermarket, opened yesterday at the southeast corner of Adams and Bowers. It includes the latest in food services, displays and equipment.

## A & P Opens Newest Food Store Here

Housewives enthusiastically endorsed A & P Food Stores new early American supermarket, which opened yesterday at Adams and Bowers in Birmingham.

Opening of the new super market highlights the celebration of A & P's 100th anniversary and 40th birthday in Birmingham.

A group of Detroit unit officials attended the grand opening ceremonies. Included in the group were vice-president M. W. Aldredge, sales manager Robert J. Murray, operating superintendent Howard Jaehnig, personnel manager Earl Poyner, buyer L. H. Hornberger and supervisor Cyril Borst.

VICE PRESIDENT Aldredge said the new air-conditioned supermarket, which has 12 complete departments, was designed to conform to findings of a comprehensive survey of the food needs of consumers in Birmingham and the south Oakland areas.

"We hope," said Aldredge, "The consumers in this area will be as proud and as pleased with what they see in this store as we are."

The new store represents a striking innovation in store design. Early American in styling, the red brick and white

trim super market exudes a homey, pleasing, unhurried appearance that suggests it will provide a new high in shopping comfort and pleasure.

OUTDOORS AND indoors nothing has been left undone to furnish the utmost in efficiency and convenience. A huge, paved parking lot links A & P with other facilities providing space for approximately 550 cars.

Nine automatic, mechanized checkout stands, including one express to serve shoppers with only a few packages, will expedite things for shoppers.

Aldredge also announced a special four-week program of awards and giveaways—including a television set—has been planned to celebrate the grand opening of the new store and rejuvenation of the present location at 210 S. Woodward.

An extensive remodeling program has just been completed in the Woodward Avenue store, and the store has been re-decorated and given special color treatment.

New equipment has been installed in the bakery and dairy departments, and new shelving throughout the store. Grocery lanterns and automatic doors have also been installed to make shopping more pleasant and convenient for shoppers.

## 'Good Ol' Days' Weren't--- For Doing Family Shopping

What was so good about the "good old days"? Grandmother tells many a tale of days gone by when "things were different." They certainly were.

For one thing, Grandmother had less money with which to buy food then because Grandfather earned far less than the average working man of today. Grandfather's working day was longer; his work was harder without machines and labor-saving devices.

THE MILK grandmother bought was kept in a large can and dispensed by a dipper into her smaller can or pitcher. Butter came in wooden tubs and was cut into chunks. Coffee was displayed in bins. The grocer ground it in his big, hand-operated mill, or Grandmother took it home and ground it herself in her own small mill. Cheese usually was displayed in the cover of the wooden box in which it was shipped. Sometimes it was covered by a large glass dome, but more often the glass covering was dangled midway to the ceiling where it had been hoisted by means of a piece of cord.

The cracker barrel and the sugar bin were hosts to dust and dirt and insects. Hardly any merchandise was packaged. There were very few varieties of canned vegetables.

FROM THE grocery store, Grandmother walked on down the street to the butcher's shop. Then she went to the fresh vegetable market. If she wanted fish, that meant going to still another store. Grandmother walked and walked and found little to buy.

Her selection was limited because food processing and packaging were new and very limited industries in her day. Railroad transportation was not sufficiently developed to carry goods from growing areas to distant cities and processing plants.

Air transportation was unknown. Transit refrigeration was an unsolved problem. Fresh fruits and vegetables were available only in their seasons and in the areas where they were produced.

Many persons today remember oranges as a rare, once-a-year gift—stuffed into the toe of a Christmas stocking.

BUT FOR Grandmother, better times were coming. In the early 1900's, as electric lights began to replace spattering gas mantles,

Grandmother watched her country grow. City dwellers were dependent on him for food. The larger the city, the more dependent they were.

AN ORGANIZATION sensitive to the food requirements of the people capable of getting food to them efficiently was a necessity.

Today, Grandmother can walk into an A & P store and take her pick of more than 3,000 items of all kinds of food—meat, fish, poultry, canned, fresh and frozen fruits and vegetables, baked goods, dairy products, candy, staple groceries of all sorts.

Grandmother may pause now and again for a nostalgic hankering for the "good old days," but she most likely wouldn't change these days for those of yesteryear.

## Name Tuuk Manager Of New Supermarket

What does it take to manage a modern super market? Talk to James H. Tuuk, who heads the new super market which opened yesterday by A & P Food Stores at 555 Adams, and you will find it requires a lot of know-how in many fields of activity.

You will discover in talking to manager Tuuk that it takes quite a bit of doing including a few matters which seem at first glance to have little connection with his primary job of displaying and selling food to consumers.

TUUK HAS BEEN pretty busy the past few weeks directing crews, compiling orders of perishable foods that must be made ready at the last minute to protect their freshness and performing countless other tasks for the grand opening.

Tuuk, a veteran A & P employee, has had wide experience in food retailing. He first started with A & P in 1930 as a clerk in one of the Detroit stores, and was soon promoted to manager of the Main Street store in Royal Oak.

He also served as manager of the Pike Street store in Pontiac for two years. He has been manager of the Woodward Avenue store in downtown Birmingham for more than 15 years.

FROM TUUK'S own experience with the company, it would seem the super market manager must be a mix of many trades and know something about several professions as well. Basically, he must have authoritative knowledge and experience in the store's operation—sweet, produce, meat, poultry, dairy, bakery, frozen foods and candy.

And if he has a store as complete as the one at Adams and Bowers, he also must know how to merchandise, health and beauty aids and non-food items.

To sell that stock to consumers at the peak of its quality and freshness in accordance with A & P's low-price policy is Tuuk's prime responsibility.

LIKE OTHER A & P managers, Tuuk helps in planning the company education of his staff. All store employees including managers participate in the company's intensive training program which all them for or promotions and enlarged responsibilities.



JAMES H. TUUK

### EAT A BETTER BREAKFAST

Post Toasties	12-OZ. PKG.	24c
Post Alpha Bits	8 1/2-OZ. PKG.	27c
Tang	21-OZ. CAN	85c
BC Cocktail	BREAKFAST TREAT ORANGE-APRICOT 46-OZ. CAN	39c



JANE PARKER DELIGHTFUL DESSERT

## Orange Chiffon Cake

LARGE RING **49¢**

Glazed Donuts	PKG. OF 12	33c
Blackberry Pie	8-INCH SIZE	43c
Hard Rolls	JANE PARKER PKG. OF 6	25c
White Bread	JANE PARKER FRESH DATED 2 1/4-LB. LOAVES	39c
Pumpernickel Bread	1-LB. LOAF	17c

Townhouse Crackers	HEKMAN 16-OZ. PKG.	35c
Krispy Crackers	SUNSHINE 1-LB. PKG.	28c
Freshlike Peas	2 14-OZ. CANS	31c
Freshlike Cream Corn	2 12-OZ. CANS	31c
Freshlike Shoestring Beets	2 12-OZ. CANS	27c
Kraft's Italian Dressing	8-OZ. BTL.	29c
Breast O' Chicken Tuna	CHUNK STYLE 3 8 1/2-OZ. CANS	89c

Grand For Dishwashing, Too	Household Favorite	Makes Housework Easier	Rich Soap Suds
Dreft	Spic and Span	Mr. Clean	Fab
2 Large Pkg. 67c	54-Oz. Pkg. 87c 16-Oz. Pkg. 29c	7c Off Label 15-Oz. Btl. 29c 28-Oz. Btl. 69c	2 Reg. Pkg. 65c Giant Pkg. 77c

EXCLUSIVE The popular Woman's Day magazine, checkfull of entertaining fiction and informative articles on all phases of homemaking, is sold only through A & P stores.