

A & P Remodels 'Old' Store; Goods Grand Reopening

The downtown super market of A & P Food Stores, one of Michigan's first self-service facilities, will continue to serve the public.

The familiar A & P, operating on the local scene for more than 20 years, had a grand re-opening Wednesday (Sept. 16) after an extensive remodeling.

The grand re-opening was held simultaneously with the dedication of the new A & P Early American super market at Adams and Bowers, across from the first store.

NEW SHELVING HAS BEEN installed throughout the store; also new dairy and bakery equipment, and illuminated table markers.

In addition, the store has been redecorated and given special color treatment to harmonize with the various departments and provide more pleasant shopping for consumers.

Other service highlights include installation of new automatic in and out doors for the convenience of shoppers.

The food department store also provides a speedy check-out service to facilitate shopping even on busy weekends.

TOM SAUNDERS, AN A & P employee for more than 13 years will manage the remodeled store.

Saunders formerly served as assistant manager in the Woodward Avenue store for two years prior to his appointment as manager of the Pike Street store in Pontiac in 1956.

James Hurren, who has been with A & P since 1945, will assist Manager Saunders in directing the store's activities of some 40 men and women employees.

Hurren comes to Birmingham from Pontiac, where he has been assistant manager of the Huron Street store for the past two years.

Other key employees are: Bernard Goedde, meat department head; Jim Marty, produce department head, and Evan Morgan, dairy-coffee head.

A & P History Shows Steady Progress

The nation's oldest chain retailer, the Great Atlantic & Pacific Tea Co., known to most Americans as A & P, is celebrating its 100th anniversary this year.

The theme of the company's year-long celebration of the historical milestone is "Thanks, America," according to M. W. Aldridge, president of Detroit, A & P vice president in this area.

"We are indebted to our customers, whose patronage through the years has built our store," said Mr. Aldridge, "and we are placing major emphasis this year on a series of merchandising events which offer tangible evidence of our appreciation."

In LAUNCHING the anniversary year, the A & P president and board chairman, Ralph W. Burger, challenged the company's 1500 employees to seek new and better ways to serve the consumer.

"The highly competitive business in which we are engaged," he told them, "there is no standing still in the line of progress of Americans."

"We must continue to develop, to adapt, to change, to find the new which is better than the present."

A & P has grown to seven divisions with more than 400 stores in a century of service to generations of housewives.

Stores in this area are under the overall direction of President Frank H. Bucher, who has been in Western division with headquarters in Detroit.

PRESIDENT BUCHER, tracing the division's growth in a territory stretching from Sault Ste. Marie, Mich. to Memphis, Tenn., said the company has adhered to basic principles of efficient, low-cost distribution and to the highest quality of merchandise.

"To carry out that original policy," Bucher said, "68thousand items have made every A & P store operating cost to a minimum and to fill every possible efficiency gap."

"The year of A & P founding, 1859, was marked by many significant developments in American history," John H. Bunker, president of Civil War gathered.

COL. EDWIN DRAKE, drilled the first of the Blue Devils, clearing the way for the Motor Age. The Comstock Lodge was uncovered in Nevada and the first

to rumble in by trainload after trainload, A & P foods were among the first to arrive. Soon an A & P store had been hastily set up, and within a few months there were two more.

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NOT ONLY was the company recognized as the most efficient coffee and tea business in the world, but it had already established as a symbol of the new chain-store concept.

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For in 1912, Mr. John hit upon an idea that was responsible for the most important decision in the company's history.

The idea was to strip away all the unnecessary services, to sell food over the counter and for cash.

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Smullin Heads Meat Dept.

Self-service meat seems to be the trend in the new refrigerated production line has been installed in A & P's new early American super market at 555 Adams street in Birmingham.

The new packaging setup is located directly behind the meat display cases and will operate in full view of customers.

"Customers can observe the care with which meat is processed and packaged under A & P Super Right packaging. The new refrigerated production line also eliminates the former need for low-temperature storage rooms where employees had to wear protective clothing."

CECIL T. SMULLIN, an experienced meat specialist, heads the department.

Smullin, a veteran A & P employee, started with the food chain in 1928 in Detroit but has spent most of his career in the Birmingham area.

He is a native of Hurd Falls, Maine, and married to the former Helen Grant Lowell, Mass.

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Coffee Ranks High in A&P Store Sales

A & P's traditional pride in its coffee increases with the year. Coffee merchandisers now declare that there is "no finer coffee in any package at any price."

A & P's three brands—Eight O'Clock, Red Circle and Bolars.

These three brands together sell any other of the popular brands.

COMPANY MEN justify their boast concerning A & P coffee by pointing to their procurement set-up, through which choice green coffee is bought in Brazil and Columbia by the American Coffee Corp., a subsidiary. There experts supervise the blending of the beans into uniform lots and then the huge bags are shipped to the company's blending and roasting plants over the country.

Another factor to which A & P men point is the company's emphasis on testing. There are seven different taste tests from the time the coffee is bought until it is sold.

The third major element in A & P's coffee program is the fact that coffee is always freshly roasted. Deliveries to stores are scheduled so that the coffee is sold within 10 days to two weeks of roasting.

THE ROASTED coffee is packaged in the whole bean to maintain its full flavor. It is packed in a ground to suit the customer's method of brewing at the time of purchase.

Hundreds of thousands of families in America, the world's largest coffee-drinking nation, use A & P's three brands, the company estimates. These three brands cover the whole field of coffee, as they are described in a general way as follows:

Eight O'Clock, mild and mellow; Red Circle, medium-flavored, rich and full bodied; Bolars, high-flavored, vigorous and winery.

Fresh, Frozen Fish Featured at A&P

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Own Plants Package Products for A&P

Every A & P customer is familiar with the Quaker brand which includes a great variety of food items ranging from gelatin to peanut butter.

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A&P Stores Show Bad Side First

An ancient adage advises: "Always put your best foot forward." Sounds like good advice. But A & P Food Stores have found it's not the best way to handle its self-service meat business.

Self-service of course, is the opposite in displaying self-service meat. This means that the least attractive side of the meat is displayed on top and the best side is on the bottom of the package.

SOUNDS ODD, doesn't it, but think for a moment. Have you ever taken a nice looking package of meat home and been disappointed when you opened it and found a lot of bone, waste or gristle on the underside of the package?

That doesn't happen at A & P because the best side is always on the bottom, and you see the least attractive side when you buy the package.

A & P packages meat this way for two good reasons. It wants you to be pleasantly surprised rather than displeased when you open the package at home, and it wants you to buy your prepackaged meat with confidence.

EACH WEEK hundreds of tons of meat products are shipped daily from the Detroit warehouse supplying the nation's 400 A & P super markets. The company buys from local and nationally-known packers, and the meat is government inspected.

Super markets order beef by the front hind, round, chuck or ribs. Lamb is ordered by fronts, hind and saddles while pork and poultry are ordered by the same quality.

A & P maintains a uniform standard of quality which makes it convenient for customers to buy from one section of the country to another in the same quality merchandise they bought at the A & P store where they formerly shopped.

THE COMPANY uses its own Super Right method of cutting and trimming to give the customer a uniform product that assures her the most for her money.

Self-service, of course, is the present trend in meat retailing, and the company has been converting rapidly to this method of operation by installing facilities similar to the equipment in the new A & P.

GOOD BISH is a new version of the old favorite macaroni and cheese is made up of chipped beef. Its rich meat flavor blends well with the creamy macaroni and tangy cheese.

GROWING STRONG When A & P went into the super market business, the company expanded by contracting each new super market replaced several of the smaller, old-type A & P stores.

FRESH FOOD Employees never allow top-heavy inventories of food to pile up in the stores. Therefore, you are assured of fresh stock every day.

My Neighbors

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