



Woodward Store Being Renovated

This A&P branch store at Woodward and Merrill, B'ham, has served the community for nearly two decades. It has just been renovated, will continue to supply food needs of this area. See story on Page 4-D.

Candy Top Item In A&P Markets

To the small fry and their sweet-toothed parents, the most alluring department in an A & P super market undoubtedly is the candy department.

Here's how an A & P official describes it: "Good candy is good food. As such, it belongs in the modern, one-stop food store."

"WE BELIEVE our achievement with candy lies in both the fields of taste and economy," he said. "We produce candies of high quality and merchandise them attractively at modest prices."

The A & P candy to which he refers is sold under the Warwick and Worthmore labels.

Manufactured by the subsidiary Quaker Maid Company, candies of the two brands are the results of years of research and experimentation.

A & P candy makers are continually guided in their choice of recipes by consumer preferences.

Fresh Food A Must At All A&P Stores

Even the best food, generally speaking, loses flavor and quality with age.

To safeguard the freshness of food, A & P takes five steps. First, the company buys only the freshest foods from farm or factory. It facilitates quick turnover by buying only in quantities for current needs.

Foods are shipped quickly to warehouses and stores. And they are kept under proper conditions of temperature and humidity. Finally, they are priced to move quickly from store to consumer.

A & P guarantees all its foods are fresh and flavorful.

Name Olexa Assistant; Melton Heads Produce

Clarence Olexa has been named to assist manager James H. Tuuk at the new A & P Food Store, 555 Adams, Birmingham, and Dennis G. Melton will head the produce department.



CLARENCE OLEXA



DENNIS G. MELTON

LARGE STOCK

The motto "You Can't Make a Mistake on Any Purchase You Make at A & P" is a reality when you consider the wide selection of quality merchandise always available at any A & P store.

Thousands of people read The Eccentric Classified Ads. So, remember if you want to sell that hard-to-get-rid-of article, advertise it in the Want Ad section of The Birmingham Eccentric.

ing stream of messages and reports on weather, crop conditions, production and other factors involved in meeting the demand and supply picture on produce.

Buyers are on the go all the time, starting with citrus and other items in Florida and California during the winter and fanning out north and east to follow the seasons in the harvest areas of such produce as strawberries, asparagus, green goods, tomatoes, beans, corn, celery, peaches, apples and potatoes.

OLEXA FIRST started with the food chain in 1950 as a clerk in the Six Mile and Schaefer store in Detroit and a year later was promoted to head stocker.

He also served in this capacity in the Puritan avenue store for nearly three years before he was transferred to the Woodward avenue store in Birmingham in 1956 as produce department head. He was promoted to assistant manager in January of this year.

Olexa is married to the former Theresa Ciopak of Detroit. They have a daughter, Deborah, 5.

MELTON COMES to Birmingham from Drayton Plains, where he has been produce department head in the A & P super market since 1953. He first started with the food chain as a produce clerk in the Pike street store in Pontiac in 1952 and within a few months was promoted to head stocker.

Melton's department stocks some 100 fresh fruits and vegetables, frozen produce and juices and also a full line of dried fruits and nut meats.

Back of the white refrigerated display cases with their crisp and garden-fresh produce is one of the most intricately-linked organizations of A & P's entire food procurement lineup.

The job of supplying top quality produce to A & P stores is handled by the National Produce Division. In a year A & P takes delivery on thousands of tons of farm and orchard produce.

Salmon Packed By A&P's Own Canning Plant

One of A & P's least-known enterprises is the Nakat Packing Corporation, which packs in four Alaskan canneries the pink and red salmon the chain distributes thru its stores.

Nakat's salmon operation requires about 100 tenders, tugs, purse-seine boats, gill-net fishing boats and scows.

THE OFFICIAL salmon canning season runs from June 25 to July 25.

In 30 days of grueling effort, salmon fishermen earn as much as they would in many months at other work.

They work 18 hours a day in the world's worst weather, sailing to the fishing ground 30 or 40 miles out to sea, under the constant threat of the dreaded squalls of the north country, the williwaw.

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