



**TOP ECHELON PLANNING**—For Jim Dandy Markets comes when the group pictured here meets. From left to right are James Stell, controller; Dick Haas, assistant produce buyer; John McClish, grocery, liquor and non-food items buyer; John Ramsey, advertising manager; William Dyer, vice president and general manager; W. (Mickey) Frankenbreg, district manager; Lewis Coil, meat and delicatessen buyer; Don Macy, assistant meat and delicatessen buyer; and Jim McMartin, produce buyer.

### Dynamic Bill Dyer Handles Reins Of Jim Dandy Markets' Expansion

Bill Dyer, vice president and general manager of Jim Dandy Markets, and generally associated with planning and development of the vast chain, has been with the organization since 1936, when he was in high school. Actually, that term of service was not uninterrupted, for in 1940 he volunteered for the Naval Reserve and early in 1941 entered Annapolis to earn his commission as an ensign. Dyer served five years with the Navy and in the course of his duties was aboard one ship which was lost at Guadalcanal and a destroyer which was badly battered at Kiska. In 1944 and 1945, he served as executive officer of the William B. Preston, and then as Commanding Officer until the time of his release in 1946, after which he returned to the marketing business. It is second nature to Dyer to be handling four or five jobs all at the same time; while a student at Long Beach City College, he worked 48 hours per week at the store and still had time to serve as student body president. The terrific pace he sets is all to the advantage of Jim Dandy patrons, who benefit greatly by his insistence on modern merchandising methods and tireless efforts to bring better foods at lower prices in the progressive and friendly chain of Jim Dandy Markets. So it really wasn't a big job for Dyer to keep purchasing and advertising moving at a smooth pace while also managing to keep a sharp eye on the progress of the new market opening Thursday at 2510 Pacific Coast Highway in Hermosa Beach. And just to make sure time doesn't hang heavy on his hands, he serves as secretary of the Western State Chain Association. Fresh, tasty baked goods will be offered for sale in the Sugar 'N Spice self-service bakery section of the new Jim Dandy Market at 2510 Pacific Coast Highway.

### Fruit, Vegetables Vital to Diet

An important part of every diet is an ample supply of fresh, tasty fruits and vegetables, always available to patrons of the Jim Dandy Markets. The first step in offering such produce in the market is to carefully purchase only the finest quality fresh goods, and Jim Dandy is proud of the experts delegated to this task. All experts in their field, Jim Dandy buyers roam far and wide in their search for top quality fruits and vegetables. Once the purchase is made, the foods are promptly refrigerated to protect both their freshness and their food value until delivery by refrigerated truck can be made to the stores. After delivery, constant care must be exercised to keep the produce crisp and tasty until the shopper can make a selection. The tremendous volume of produce purchases at Jim Dandy assures the shopper of always being able to find a complete selection of nourishing, delicious fruits and vegetables at the Jim Dandy Market at prices all can afford.

### PLANTS On Sale in Produce Department at the NEW Jim Dandy HERMOSA BEACH Descanso Distributing Co.

**WEDNESDAY, NOV. 17, 1954**

Serve An Italian Spaghetti Dinner Tonight

**Superio Spaghetti Dinner**

Serve it tonite

Get it at

**Jim Dandy MARKETS**

A COMPLETE MEAL FOR 4 IN 10 MINUTES

Descanso Decorative

**PLANTS**

On Sale in Produce Department at the NEW

**Jim Dandy**

HERMOSA BEACH Descanso Distributing Co.

**Mr. Eggo A Hit**

One of the attractions for youngsters at the grand opening of the new Hermosa Beach Jim Dandy Market Thursday, Friday and Saturday will be Mr. Eggo—one of the most curious little fellows in the country. Four and one-half feet tall, Mr. Eggo goes about dressed in a bright blue suit, top hat, white gloves and spats and he's a real, honest-to-goodness egghead. In fact he has the biggest egg head seen anywhere! A real live midget, wearing a colorful costume of a Disney-like character, Mr. Eggo devotes his life to symbolizing the Eggo line of foods. He will be giving away balloons.

**SIMONIZ PAYS FOR YOUR 1<sup>st</sup> BOTTLE OF HiLite**

**HERE'S HOW TO GET YOUR REFUND**

1. Buy HiLite Take it home and use it
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3. Names and addresses of 3 friends and a letter of 25 words or more, of your own composition, telling us what you told your friends about HiLite.

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**PURE PEANUT BUTTER**

Smooth Bits-A-Nut ON SALE at **Jim Dandy**

**FRESH FROM THE L.A. NUT HOUSE!**

**BEST WISHES to JIM DANDY MARKETS**

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CHANGEABLE PRICING SYSTEMS

2522 South Hill Street Los Angeles 7, Calif. Phone FRosepect 1895

**Mr. Singer's PIE CRUST MIX**

**RICH \* FLAKY**

ALWAYS FRESH! REFRIGERATION UNNECESSARY!

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Congratulates **Jim Dandy**

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Only the best olives go to **EARLY CALIFORNIA BRAND GREEN OLIVES**

featured at all **JIM DANDY MARKETS**

GIVE YOUR MEALS—

the **IRIS touch**

**207 VARIETIES OF IRIS FINE FOODS!**

**Dunbar SHRIMP and OYSTERS**

Sold at **Jim Dandy MARKETS**

**CIRCUS PEANUTS CONGRATULATES**

**Jim Dandy MARKETS**

**SUCCESS Jim Dandy Markets**

also... **DURKEE'S COCONUT**

featured at your favorite **Jim Dandy MARKETS**

**Snow-Crop FROZEN FOODS**

Features **ON SALE AT ALL**

**Jim Dandy MARKETS**

Congratulations... on the **GRAND OPENING** of the new **Jim Dandy MARKET**

**DIXIE PRESERVES, Ltd.**

**SCHILLING QUALITY PRODUCTS**

Since 1908

**Schilling FOOD COLORS**

**Jim Dandy MARKETS**

feature... **LUER'S Quality**

**TENDER SMOKED HAMS**

**LUER'S QUALITY FRANKS**

**CONGRATULATIONS**

from... **Jim Dandy MARKETS**

from... **Modern Bakers, Inc.**

BAKERS OF **Delicatessen Style Breads Country Club Breads Rye Pumpernickel & Sour Dough**

**We FEATURE**

**Mizpah Rancho**

the pick of the flock

**OVEN DRESSED TURKEYS**

**Jim Dandy MARKETS**