Welcome To Baltimore!

The publication of this section called "The Story of Jet Foods" has implications which are much broader than that phrase would suggest.

The publication of "The Jet Food Story" suggests to me that the principal officer, Herman T. Smith, has demonstrated his ability for showing creativity, imagination, courage, determination and a vision that colored people can become part of the retail business community of the United States of America.

The publication of "The Jet Food Story" means that colored people for the first time will have the opportunity to own, manage, purchase, and sell merchandise to consumers at the very same high level as the general food community has been doing for many years.

We salute the officers, the management and the staff of the Jet Food Corporation on the grand opening of its first supermarket and we are proud that its first location is in Baltimore, Maryland.

Under the fine business leadership coming from Mr. Smith and his talented executives we can say that in the future Jet Food Markets will be considered along side the other giant food people, with a coast to coast chain of well managed stores.

Mr. Herman T. Smith, chairman of the board of directors and chief executive officer of this company, has a long, successful history in counseling some of the nation's largest food manufacturing firms. He will bring to the Jet Food operations a wealth of experience in selling and merchandising that will be most valuable in charting the future course of the Jet Food Corporation.

KENNETH O. WILSON

We know we share the feelings of Baltimore industrial and commercial business interests in welcoming to Baltimore the first Jet Supermarket and all of us, Herman, wish you God speed.

KENNETH O. WILSON
Vice-President, Advertising

Why Jet Foods?

As the 1960's draw to a close it is apparent that despite revolutionary advances in race relations and employment opportunity, the colored man is still a disadvantaged citizen. The gap beteen his median income and that of his fellow worker remains constant as it has for the past two decades. Not even the impact of federal edict and presidential persuasion is doing much to close it.

The failure of new laws is rooted in the fact that racial discrimination was in a sense, an industry, thoroughly institutionalized in every facet of American life. The failure of well-meaning social reforms was rooted in the fact that the disadvantaged were restricted by income or racial tension to central-city . . . and cities have been in a state of decay for many years. The failure of instant equality was rooted in the fact that the colored man was invariably the wage earner rather than the owner, investing in expectation of a fair profit.

The combination of these failures has induced a measure of hopelessness among those trapped in central-city and placed a needless tax burden upon other Americans. If the high cost of curing the ills of central-city is to be reduced then these communities must become self-sustaining.

This can be done only through local residents owning busineses that serve local needs.

The colored consumer, however, cannot be expected to support supermarkets that do not match the national chains in convenience and pricing. Super Jet Markets have built-in safeguards to maintain superiority of operation and merchandising coupled with broad colored ownership and management. Only this combination of community ownership and maximum efficiency can best serve the needs of this very special consumer.

I believe such community ownership and participation will bring dignity and Jet Food Corporation offers a beginning.

HERMAN T. SMITH, President
Jet Food Corporation

Top Man—Now!

The only job David Branch ever held was that of front-end man in the produce department of a supermarket. Baltimore born and a high school drop-out, he enjoyed his work and took pride in his skill as an award winning produce handler of a national chain.

His salary was adequate . . . It supported his wife and nine-year-old daughter but he wondered from time to time why all of the men he trained eventually became his bosses. After all he was told that he was "three times better than any of his co-workers." For five years the produce department he shadow managed had been among the top three in gross profit yield not only for Baltimore, but the state. But some how he was always overlooked.

He didn't blame the company . . . he was aware that the middle management people frequently distort a company's announced policies on equal opportunity and that they never really used colored unless they couldn't do better. Branch was rated the best second man in his business, but only used as top man when he had to clean up somebody else's mess.

. . . But David Branch never lost faith in the American dream . . . he kept trying to better himself by taking every program his former employer offered to increase his skills. He is qualified now just as he has been for several years but beginning Tuesday he will be the top man . . . a Produce Manager for the new Super Jet Market.

Maybe this is what America is all about. It ceratinly is what Jet Foods is all about.

ANDREW T. HATCHER
Former Associate Press Secretary
to the White House

DURING OUR
75TH ANNIVERSARY YEAR
The AFRO Salutes
The Jet Food Corp.

Jet to open 30 stores

BALTIMORE, Md. — Nothing disappointed Herman T. Smith more during his 30 years as a marketing specialist than to see profits leave the neighborhood from which they originated and find their way into distant communities, where they would remain forever. Smith found this to be particularly true in colored neighborhoods, and last year he decided to do something about it.

What he did will be on display for all to see Tuesday (Nov. 14) morning when Jet Food Corporation opens its first supermarket at Patterson Park Avenue and Chase Street in East Baltimore.

Smith still isn't satisfied, however. Jet Food expects to open at least 30 more stores, all in colored communities, during the next two years.

Jet Food was conceived by Smith in August of last year. At that time the 54-year old marketer included among his accounts that of Best Foods Corporation, McCormick Company and Dancer-Fitzgerald-Sample Advertising Agency. It was while serving Best Foods that Smith observed what he has come to call the "flight of the profits to the suburbs."

Nowhere was this more prevalent than in the food markets, Smith has said.

"Food is the biggest business in central-city communities," Smith declared. "Colored people spend one-fourth of their income for food, a significantly higher percentage than is spent by the average American family. In addition, the colored family is both larger and younger than its white counterpart. For every seven youths in America under the age of 14, one is a colored person."

According to Smith, this nation's colored families will spend over $7 billion in food markets this year, a 17 per cent increase of 1966.

"Even though food is the biggest business in the central-city, fewer than one per cent of the supermarkets are colored-owned," Smith said. "The huge profits are syphoned off and used to improve the suburban communities where the owners live, while the inner city continues to deteriorate.

"By and large the management jobs in these stores go to outsiders. There is very little opportunity for residents of the community to obtain the valuable work experience that will enable them to move up into management positions.

"The colored man is being short-changed," Smith claimed. "He is paying more for his food while at the same time realizing nothing from the huge profits he creates."

Smith wants the colored man to share in these profits as well as to assume management responsibilities.

"Ownership and responsibility will bring about the dignity that so few colored, through no fault of their own, lack today," he said.

Central City, USA

CENTRAL-CITY, U.S.A. . . . the hard core of any metropolitan area . . . districts 75% inhabited by colored people . . . zone areas . . . to the . . . line but excluding the well paved, well lighted suburbs . . . neighborhoods plagued by the imponderables of a city, . . . come, liver, air pollution and by the problems . . . mous to a ghetto, exhorbitant rents, poor schools, unemployment of the unskilled, prejudice, teenage drop-outs, deliberately higher prices, absentee ownership, apathy.

CENTRAL-CITY, U.S.A. . . . a matter of concern to all Americans for the rest of their lives.

ANDREW T. HATCHER
Former Associate Press Secretary
to the White House

Up from Virginia with a world of flavor

You'll go better refreshed with ice-cold Coca-Cola.
Coke has the taste you never get tired of. Always refreshing. That's why things go better with Coke after Coke after Coke.

things go better with Coke

Bottled under the authority of The Coca-Cola Company by: The Coca-Cola Bottling Co. of Baltimore.

Congratulations to
SUPER JET
MARKETS
on their "blast-off"

Sincerest best wishes for
a long and prosperous "flight."

Wilkins-Rogers Company
Makers of Washington Flour
Washington Cake and Frosting Mixes
Washington Hot Bread and Biscuit Mixes

SQUEEZE GENTLY
** AND SEE! **
Soft-fresh, Koester's is "groovy" and "super"; teenagers say. So get with it mothers dig—KOESTERS BREAD