Congratulations To Jet Food Stores

DEPT. OF AGRICULTURE
Dear Mr. Smith:
Secretary Freeman has asked that I respond to your kind invitation to him to attend the Ribbon Cutting Ceremony of the first Super Jet Market in Baltimore on November 14, 1967. A previous commitment makes his participation impossible.
Mr. William W. Layton, the Department's Equal Employment Opportunity Contract Compliance Officer, will represent the Department on this important occasion.
Here at USDA we have followed the development the Jet Food Corporation with much interest and heartily endorse and applaud your efforts. The impact of a well run, modern central city merchandising facility should contribute toward a new vitality, needed stability, and economic growth so essential to progress in the central city.
You have my congratulations and the hope for the complete success of your endeavor. I regret that my schedule will not permit my attendance.
WILLIAM M. SEABRON
Assistant to the Secretary
Washington, D.C.

U.S. OFFICE OF EDUCATION
Dear Mr. Smith: We plan to attend the Jet ceremonies and look forward to this history-making occasion. You are to be congratulated on your fine work to get this project underway and we wish you every possible success in the rapid expansion of your ambitious undertaking. Please let me know if there is anything I can do to assist you.
Best wishes for continued success!
A. L. DeMOND
Program Specialist
U.S. Office of Education
Dept. of Health, Education and Welfare
Washington, D.C.

CHICAGO DEFENDER
Dear Mr. Smith:
On Friday, December 8th, at 7:30 p.m., the Chicago Daily Defender will cite a number of colored men who by their energy and imagination have distinguished themselves in business.
The judges have asked me to inform you that you have been selected as one of these persons and will be installed as a Fellow in the "Round Table of Commerce."
This will be the fourth installation of the Round Table and the distinguished Fe- who already occupy these positions will be happy to welcome you at the ceremony in the Jefferson Room of the Washington Hilton Hotel, Washington, D.C.
JOHN SENGSTACKE
Publisher
Chicago, Ill.

FROM FEDERAL RESERVE SYSTEM
Dear Mr. Smith:
Thank you for your letter of September 27. I am flattered by your invitation to view the Ribbon Cutting Ceremonies at the opening of Jet Food Corporation's first supermarket on November 4.
Please let me congratulate you and your associates on the splendid job which you are doing to bring both new investments and broader shopping opportunities to the residents of the ghetto. In this context, I thought you might like to see a copy of a paper dealing with the role of financial institutions in the rehabilitation of the ghetto which I recently presented in Kansas City. The paper was reprinted in full in the American Banker of September 27.
Again, congratulations and best wishes.
ANDREW BRIMMER
Board of Governors

FROM McCORMICK CO:
Dear Heman:
Thank you for your letter and the kind invitation to attend the "Ribbon Cutting Ceremony" at the opening of your first Super Jet Store.
We have all anxiously awaited this important event and I had looked forward to being there to participate and to congratulate you in person I assure you we will be represented and I will be anxious to receive a first-hand report.
In closing, let me take this opportunity to wish you a fabulously successful Opening. I'm convinced your concept is right and I know this is the beginning of a very successful chain of Super Jet Markets across the United States.
T. CARTER PARKINSON
Vice-President
General Manager
McCormick and Co.

BEST FOODS
Dear Herman:
Please accept my best wishes for the success of the Super Jet venture. I hope that it gets off to a flying start and develops into a flourishing organization.
W. A. SCHROEDER
Executive Vice-President
Best Foods

FROM BURHA
Dear Mr. Smith:
Thank you for your invitation to attend the "Ribbon Cutting Ceremonies" at the opening of your first Super Jet Market at Patterson Park Avenue and Chase Street, at 11:00 a.m., on November 14, 1967.
Please accept my congratulations on this gigantic breakthrough in this highly competitive society in which our inner-city families live. I wish the Jet Food Corporation much success in its undertaking.
VAN STORY BRANCH
Assistant Director for Housing Management

FROM LARRY STEELE
Dear Mr. Smith:
I applaud your astute business acumen in spearheading such a tremendous project. It is much needed in our communities and I am optimistic you will receive much support and cooperation. If there is ever anything I and my snow can do to help your development, just say the word.
With much success to you and your associates.
LARRY STEELE
Chicago
The Larry Steele Show

HENDERSON TRAVEL SERVICE
Dear Mr. Smith:
We congratulate you and others in the Jet Food Corporation for your vision and industry in pioneering in this important area and contributing toward the economic progress in general and within the Negro group in particular.
Good wishes always.
J. R (JAKE) HENDERSON
Atlanta, Ga.

JOHN CONYERS, JR.
Dear Mr. Smith:
Thank you for your kind invitation to attend the "Ribbon Cutting Ceremony" and Buffet Luncheon at the opening of the first Super Jet Market on November 14.
I would like to take this opportunity to commend you and the other members of the Corporation on initiating this much needed project. And, I certainly would like to participate in any aspect of the program in which I may be of service.
JOHN CONYERS JR.
Mem. of Congress

FROM GREYHOUND
Dear Herman:
Please permit me to take this opportunity to compliment you on the efficient manner in which you took hold of an idea and made it a reality.
Sincere best wishes for a successful opening and a future of many successful openings of Super Jet Markets.
JOE BLACK
Vice President,
Special Markets
Greyhound Lines, Inc.

COUNCILMAN PARKS
Dear Mr. Smith:
Congratulations on the opening of the first Jet Food Market in Baltimore.
From our minority group viewpoint, nothing is more important than getting involved in the mainstream of the commerce of our country.
Your entrepreneurship is truly a significant step.
HENRY G. PARKS JR.
City Councilman,
4th District

SCLC
Dear Mr. Smith:
Your letter of recent date came during Dr. Martin Luther King's absence from the city. I had an opportunity to discuss it with him over the telephone and he asked me to write you.
Dr. King is deeply grateful to you for inviting him to participate in the "Ribbon Cutting Ceremony" at the opening of your first SUPER JET MARKET in Baltimore on November 14. Regretfully, however, he will be in England at that time. Dr. King asked me to express his deep regrets to you about this. He would be happy to accept your invitation if he did not have this commitment in London on the very day of your ceremony.
We have been reading with great intagest about the Jet Food Corporation. You are to be congratulated on the opening of, the first opening of, "our" Supermarket. It is our sincere hope that this is one of many, many more such Ribbon Cuttings.
(Miss) D. McDONALD
Secretary

SMALL BUSINESS ADM.
Dear Mr. Smith:
I very much appreciate your invitation to attend the "Ribbon Cutting Ceremonies" November 14 in Baltimore, and I will be very pleased to attend.
As you may know, I have considerable interest in the economic development of the ghetto, particularly the area of enhancing the quality and quantity of entrepreneurial opportunity.
PHILLP F. ZEIDMAN
General Counsel

CONSUMER PROTECTION PROGRAM
Dear Mr. Smith:
Your gracious invitation to attend the "Ribbon Cutting Ceremonies" for your Super Jet Market is accepted.
I am certain this is an occasion to which you have looked forward for quite sometime. My staff and I congratulate you on this approaching milestone.
(Mrs.) EDNA DeCOURSEY JOHNSON
Project Director

FROM DR. JULIAN
Dear Mr. Smith:
Sincere congratulations to you, and the entire management of the Jet Food Corporation, on the opening of your first store here in Baltimore.
The entire community should be extremely proud of this achievement for its signifies an important new milestone in the great struggle by the American of color to emerge freely into the sunlight of America.
May God guide you and bless this venture.
DR. EMERSON R. JULIAN
Councilman Elect
4th District

SMALL BUSINESS ADMINISTRATION
Dear Mr. Smith:
I want to congratulate you on the good job you are doing in undertaking the project of opening colored-owned supermarkets in principal cities of the United States through a stock program, and wish you much success.
I look forward to attending the opening ceremonies on November 14.
HAROLD D. BROWN,
Director
Lease Guarantee Program
Washington, D.C.

FROM JACYEES
Dear Mr. Smith:
I shall be delighted to accept your very kind invitation to attend the "Ribbon Cutting Ceremony" at the opening of your first Super Jet Market.
You and your firm are to be commended for the building and operation of these supermarkets in the principal cities of our country.
I shall look forward to joining you and your other guests on this occasion.
GILBERT ROSENTHAL
President
Balto. Junior Assoc. of Commerce Inc.

FROM WHO'S WHO
Dear Mr. Smith:
It is my pleasure to inform you that the Editorial Board of Who's Who In America has selected your name for inclusion in the new Thirty-Fifth Biennial Edition, now in compilation. Such selection insures your life-record of automatic inclusion, for all time, in our "Who's Who in American Histroy."
The compilation of Who's Who is continuous, selections being based on over sixty-five years of specialization in gauging American reference interest in men and women of meritorious achievement.
In informing you of these details I am, in effect, acting in response to American reference interest. Since that interest is one which Americans who become subject to it have always considered a healthy aspect of democracy, I do not hesitate to ask your cooperation in providing the requested data.
The unique position Who's Who holds results entirely from the fact that it has, ever since its establishment in 1897, put this characteristic American biographical reference interest first — never has a listing in it involved any obligation on the part of the selected biographee.
JACKSON MARTINDELL
Publisher
Who's Who In America
Chicago, Ill.

CONSUMER PROTECTION PROGRAM — PRESIDENTS PROGRAM PRESIDENT'S COMMITTEE ON COMSUMER INTERESTS
Dear Mr. Smith:
I extend to you my best wishes in your endeavors, and hope that your success will bring all the benefits of modern marketing techniques to our central city areas.
BETTY FURNESS
Special Assistant to the President for Consumer Affairs
Washington, D.C.

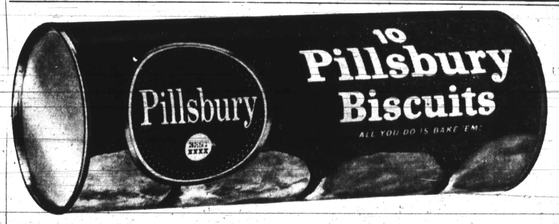
U.S. DEPT. OF COMMERCE
Dear Mr. Smith:
Let me congratulate you on the progress made since the formation of Jet Food Corporation. It has been a real pleasure cooperating with you during the past months. The Department of Commerce is deeply interested in the development of your plans for a national network of franchised supermarkets which eventually will be owned by local residents. Such a development will be a boon to the economy and will serve as a stimulus for greater participation by minority group persons in business activities.
ABRAHAM S. VENABLE
Director
Affirmative Action Programs Staff

READY FOR OPENING DAY, Cashiers line up at new Sweda Cash Registers. Left to right: Mesdames Marjorie Frazier, Audrey Baugher, Mary Lassister, Alberta Richardson; Miss Phyllis Sweet; Mesdames Mary Williams and Delia Holmes.

Congratulations
To Mr. Herman Smith
and his Staff
and the
JET FOOD CORPORATION
On The Opening Of Their First
SUPER JET FOOD MARKET
THE COUNCIL FOR EQUAL BUSINESS OPPORTUNITY
We too are concerned in helping other qualified business persons take full advantage of the many business opportunities available in Baltimore.
Like Herman Smith and his staff . . . are you too looking for a better future? Own your own business. We can help you:
• To locate your business.
• To gain needed financing.
• To set up your management controls.
• To help develop your needed marketing and promotional programs.
FREE COUNSELING
Call or visit us today
Council For Equal Business Opportunity
1102 Mondawmin Concourse
Baltimore, Maryland 21215
669-2863

Best Wishes to Herman T. Smith and the Jet Chain

IT'S A WOMAN'S WORLD
Best Foods brands are brands women know. Brands they trust. The ones they look for each time they shop. Such confidence can be inspired only by quality products, the only kind we at Best Foods make. Quality is the reason why our products are good company in a woman's home . . . profitable sellers in your store.
BEST FOODS



Buy 4. Get 4 more free.
The Pillsbury Company
Box 945, Dept. 117
Minneapolis, Minnesota 55460
I'm enclosing the outer wrappers from four packages of Pillsbury Country Style or Buttermilk Biscuits. Please send me my coupon good for 4 more packages free. Labels must be accompanied by this official form. Offer expires May 31, 1968.
NAME

In the dairy case.

Congratulations To Jet Food Stores

VICE-PRESIDENT
Dear Mr. Smith:
The Vice President has asked me to thank you for your kind letter inviting him to join you this fall.
As much as he would like to be with you, his schedule is already committed, and he has asked me to send on to you his most sincere regrets.
With every best wish,
MARTIN J. McNAMARA
Special Counsel to the Vice President
Washington, D.C.

FROM CEBO
Dear Mr. Smith:
CEBO is delighted to extend its congratulations to you and the Jet Food Corporation as you open your first Super Jet Market in Baltimore.
We concur in your feeling that this is the way for a segment of the urban community to help itself. The objective of having a community-owned and operated food market has many desirable benefits as you know, we are working under a Ford Foundation grant to stimulate greater participation of the colored community in entrepreneurial activity. You and your associates have demonstrated that it is possible for the colored community to move beyond the scope of its past restricted and limited vision. This venture certainly serves as a challenge to all of us to give support to assure its success.
Again, CEBO congratulates you and extends its sincere wishes that Jet Food Corporation will succeed not only in the operation of this store, but also in its total program to bring this needed service to other communities throughout the nation.
Sincerely,
BENJAMIN GOLDSTEIN
Director

NATIONAL URBAN LEAGUE
Dear Mr. Smith:
Please know that I fully concur in the importance of this initial step, and will be looking forward with keen interest to the opening of additional super-markets.
WHITNEY M. YOUNG, JR.
Executive Director

COCA COLA
The Coca-Cola Company extends to you best wishes for a successful grand opening and a future of continued and unexcelled prosperity for the Jet Food Corporation.
KELVIN A. WALL
Market Development Manager
Coca-Cola
Atlanta, Ga.

FOOD FAIR STORES
Dear Mr. Smith:
I received with great interest your letter of October 11, regarding the opening of your first Super Jet Food Market on November 14, 1967. I consider it an honor and a pleasure to attend your opening and will make every effort to be there.
I wish you a lot of success and feel that you are on the right track to filling a void in our economy.
FOOD FAIR STORES, INC.
SHERMAN J. POLLEY,
Administrative Assistant
To Branch Manager
Philadelphia, Pa.

FROM GULF OIL
Dear Mr. Smith:
Thank you for your invitation to attend the "Ribbon Cutting Ceremonies" at the opening of the first Super Jet Market. I enthusiastically accept.
May I congratulate you on your wisdom, foresight and courage in undertaking such an enormous project which will help increase the economic status and personal dignity of Negroes. In my opinion you are fitting another cog in the wheel which will carry America along the road toward a society in which each man respects the other.
Sincerely,
DANIEL G. KEAN
Public Relations Department, Gulf Oil Corporation

B. and P. WOMEN'S CLUBS
Dear Mr. Smith:
I am honored by your invitation to participate in the ribbon-cutting ceremony at the opening of the first Super Jet Market in Baltimore.
Your intentions to upgrade central-city retail facilities and to provide job training for residents of those areas are in line with our objectives in the National Federation of Business and Professional Women's Clubs, Inc.
As part of our national program, we endorse urban improvements and beautification, protection of consumer interests in all types of environments, and vocational training. Therefore, we applaud your efforts toward these mutual goals and wish you well in your undertaking.
(Mrs.) MABEL R. McCLANAHAN
President
Washington, D.C.

C. and P. TELEPHONE CO.
My Dear Mr. Smith:
I am, indeed, happy to accept your invitation to the "Ribbon Cutting Ceremony" at the opening of the first Super Jet Market in Baltimore.
I wish to extend to you, your corporate associates, and your staff the best and greatest business achievement.
You can be sure, I will be one of your best promoters.
GEORGE G. BROWN
C and P Telephone Co.
Business Manager

BALTIMORE PUBLIC SCHOOLS
Dear Mr. Smith:
Thank you for your invitation to the "Ribbon Cutting Ceremonies" of your first "Super Jet Market."
Although I do have another engagement on November 14th, I will put this on my calendar and make every effort to attend.
Best wishes for success in this project which appears to meet several important needs in the community.
SIDNEY N. CHERNAK
Assistant Superintendent
Baltimore City
Public Schools

MRS. ESTHER PETERSON
Dear Mr. Smith:
My congratulations to you and all those associated with Super Jet Markets. I remember when the plan for the project was announced and join with you in the satisfaction that the first one is now a reality.
(Mrs.) ESTHER PETERSON
Assistant Secretary of Labor
Washington, D.C.
Small Business Administration, Washington

FROM SCM
Dear Mr. Smith:
I am extremely honored and pleased to be invited to your "Ribbon Cutting Ceremonies" at the opening of your first SUPER JET MARKET.
We at SCM feel very close to Jet Food Corporation. I believe one of the first, if not the first, office machines you purchased was an SCM calculator.
We are looking forward to the ceremonies and want to take this opportunity to wish you and your associates most success in your venture.
Sincerely,
CHARLES G. PEPINIS
Branch Manager
SCM Corp.

J. E. JURT, center, and Herman T. Smith, president of Jet Food Corporation brief press and members of the St. Louis business community on plans for Jet Super Markets at reception sponsored by the Greater St. Louis Chamber of Commerce. Jet Foods will build three markets in that city in partnership with group headed by Hurt. Mr. Hurt is president of Employees Loan Company and vice president of the St. Louis School Board.

Most Worshipful Prince Hall Grand Lodge
F.&A.M. State of Maryland and Jurisdiction
1307 EUTAW PLACE
extends
Congratulations
and
Best Wishes
TO
HERMAN SMITH
and the
JET FOOD CORP.

GRAND MASTER DANIELS
HON. SAMUEL T. DANIELS
GRAND MASTER
R. W. ELMER T. HAWKINS, Deputy Grand Master
R. W. JAMES T. DORSEY, Senior Grand Warden
R. W. E. JAMES McCOY, Junior Grand Warden
R. W. RONALD D. SCOTT, Grand Treasurer
R. W. ALVAN S. STANLEY, Grand Secretary Emeritus
R. W. FREDERICK T. HICKS, Grand Secretary
R. W. RICHARD J. WHITE, JR., District Deputy Grand Master

How Evelyn Allen handles Catonsville traffic.
"The traffic is terrific," says Mrs. Allen, "especially with two teenagers in the house." Asked how she handles this continuous traffic on her floors, Mrs. Allen said she used Solarine self-polishing floor wax, because, in her words, "I just wipe them up with a cloth, and just plain water, and the shine still comes back."

Asked if she still got favorable comments on her floors despite the constant traffic they get, she said "All the time! People are always asking me what kind of wax I use because it shines like glass."
We hear the same story wherever we go. Women who try Solarine . . . stay with Solarine. The self-polishing floor wax that *starts bright, stays bright.*
Another bright idea from SOLARINE

Lorillard welcomes Jet Super Markets to Baltimore.
Lorillard first with the finest through research

That goes for little cigars, pipe tobacco, and chewing tobacco too.

NOV