

SPECIAL EDITION!

Inside you'll find Cheese's 50th Anniversary ad with bundles of grocery savings, plus an announcement of the Sept. 19 Smorgasbord. This Special Edition also offers a look at the past through news accounts and photos, along with photos of the present staff members who work in a newly remodeled store. We at Cheese's hope you enjoy this very Special Edition!

Cheese's Shurfine Food Center Celebrates FIFTY YEARS OF BUSINESS IN LENOX

50 years ago, Ray and Mildred Cheese started a small grocery store on the Lenox Main Street. Mike, the son of Ray and Mildred, and his wife Kay, who purchased the store in 1978, invite customers and employees (both past and present) to a special celebration on Sept. 19, 1996, 5-8 p.m. at the American Legion Building in Lenox.

The Sept. 19 Smorgasbord will be a return to past years, when Ray and Mildred Cheese, along with business neighbor Jerry Sheridan, offered a community smorgasbord each year for area residents.

Cheese's Shurfine Food Center and employees have been preparing for the 50th anniversary for a number of years. Just this year, an extensive, inside-and-out remodeling was completed. The store now features wider aisles, greater selection, newer furnishings and greater customer convenience than ever before.



ABOVE PHOTO: Cheese's founder Ray Cheese in the grocery store of yesteryear. Pictured in the inset are Ray and Mildred Cheese.

CHEESE'S



200 N. WALNUT LENOX, IA PHONE: 515-333-2844

PHOTO BELOW: Mike and Kay Cheese are continuing a Lenox tradition and a family tradition. Along with their staff, Mike and Kay have continually added refinements and improvements in the store's furnishings, equipment and customer service.

MAJOR MOMENTS IN THE HISTORY OF CHEESE'S SHURFINE FOOD CENTER:

- * 1895: G.F. Cheese enters grocery business in Lenox.
- * 1937: Ray cheese begins grocery career.
- * 1946: Ray and Mildred Cheese open Cheese's Food Market on Main Street Lenox.
- * 1959: Ray and Mildred become one of the first grocers in Southwest Iowa to move off of Main Street into a new supermarket with off-street parking.
- * 1960's: Annual smorgasbord held.
- * 1963: Large addition made to new store.
- * 1971: Mike Cheese graduates from college and joins family business.
- * 1972: Mike Cheese and Kay Lynam married.
- * 1973: Second addition to store.
- * 1978: Mike and Kay purchase business from Ray and Mildred.
- * 1980's: Extensive remodeling accomplished.
- * 1990's: Store remodeled inside and out.
- * 1996: 50th Anniversary.



Cheese's: A Lenox tradition for five decades

While working before and after school in the mid-1960's, Mike Cheese most likely wasn't thinking 30 years ahead to the 50th anniversary of Cheese's grocery store.

Now we're in the mid-1990's, and the 50th anniversary of the store has arrived.

Mike still remembers the traditions of the 1960's and will bring one of those traditions - a community smorgasbord - back on Sept. 19 to help celebrate 50 years of business in Lenox.

After the high school years, Mike earned a degree from Creighton University in Omaha, then returned to his hometown to work for his father, Ray. Mike became store manager in 1972, and six years later Mike and wife Kay purchased the business from Ray and Mildred.

The beginnings of the store date back nearly 100 years when George Cheese (Mike's great-great uncle) operated a General Store in the building now occupied by the Lenox Town Centre. Prior to opening that store George had worked in a grocery store and had been a partner in a Lenox butcher shop.

Ray Cheese returned from World War II in 1946 to start up the family tradition again. He opened the grocery store on Main Street, in the building where Keast Accounting is now located. The family, and the community, out-grew the location, so in 1959 Ray built the store at its present location to better serve his customers.

Mike appreciates the impact of that 1959 move. Today major supermarkets are commonly found on highways and community outskirts, but the move off Main Street was a venture not common back then. Cheese's was among the first grocery stores in southwest Iowa to favor an off-Main location.

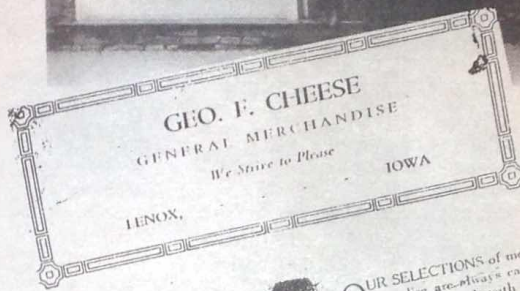
A few years after 1959 construction, Mike was in high school and working in various capacities before and after school. Those duties were "character builders," as are the duties performed today by students who have found part-time employment at Cheese's.

Since becoming store owners, Mike and Kay have overseen numerous remodeling projects. The latest was one of the largest: an inside-and-out remodeling project that was completed this year. The new look features wider aisles, an impressive produce selection, some 20 yards of freezer cases, and an expanded meat department.

Another major change in the continual effort to provide top-notch customer service came a few years ago when Mike and Kay decided to invest in equipment for scanning of UPC codes. Using the scanners, check-out clerks can quickly and accurately process even multi-cart grocery purchases. For a number of years, Cheese's has also been a favorite stop for movie watchers. The video rental department includes hundreds of movies, including new releases weekly, and a variety of video game cartridges. One can almost hear Ray wonder, "What will they think of next?"

Cheese's Shurfine Food Center is a member of the 450-store Affiliated Foods Cooperative in Norfolk, Neb. The cooperative allows members such as Cheese's to purchase products at lower prices in the never-ending effort to pass real savings along to customers.

Mike and Kay are very proud of the business and, along with their valued employees, continue to strive for even more improvements. The clean, well-equipped supermarket with competitive prices has seen a number of improvements during the past 50 years; the next 50 years are likely to bring the same.



EBERLE GROCERY WILL CLOSE SATURDAY NIGHT

1124 22 1946
John Eberle tells us that Saturday night winds up his 29 years in the grocery business here. When he closes Saturday night Ray Cheese takes over his stock and fixtures and will start moving them to his location a few doors south and just as soon as he has everything lined up will open for business.

KEEP THIS FAN, and when you use it remember us.

It is never too hot for us to be on the job, ready to serve our customers.

Warm weather means that you will want certain things - and want them in a hurry, too!

In just such ways we strive to - for every need, look - of

OUR SELECTIONS of merchandise are always carefully made, and made with the view to giving our customers the very best service when they purchase these goods from us.

Every dollar that our customers invest with us must return to them a full dollar in service and satisfaction.

That's why we recommend

CAREY-ZED SALT

A Kind for Every Purpose. Each Without a Fault.

Life begins for Cheese Food Center

In early June of 1946, the following article appeared in the Time Table:
"The Cheese Food Market, owned and operated by Ray Cheese, war veteran, will open on Saturday of this week, in the Tyler building north of the Gamble Store."

1979 Announcement

We are pleased to announce the sale of Cheese Food Market to our son, Mike and his wife, Kay.

The friendship and loyalty of our customers have made these past 32 years happy ones for us.

We know Mike and Kay will experience the same satisfaction and happiness that we found in serving the Lenox community.

Ray and Mildred

THE OPENING OF THE NEW CHEESE FOOD MARKET SATURDAY, JUNE 8

WE TAKE PLEASURE IN ANNOUNCING THE OPENING OF OUR GROCERY STORE AND EXTEND AN INVITATION

GRAND OPENING of CHEESE'S NEW SUPER MARKET WITH DRIVE-IN PARKING FRIDAY and SATURDAY



Headlines and mementoes from the past, including a photo (at left) of Ruth Reynolds, a Cheese's employee for 30-plus years.

Our People Make The Difference!



All the updates, new looks and better equipment wouldn't have made us a success if it wasn't for our staff. Since the opening of Cheese's 50 years ago, the store has prided itself in hiring quality, top-notch employees. Thanks to employees, both past and present, for their prominent contributions to the success of Cheese's grocery store.

ABOVE PHOTO: Staff members pictured in the 1966 Lenox High annual were (from left) Mike Cheese, Steve Terry, Mel Howard, Ray Cheese, Bill "Greg" Cheese, and Paul Clem.

PHOTO AT LEFT: Present staff members include (from left) Mike Brown, Brian Cheese, Mary Matheny, Mike Cheese, Kay Cheese, Sean Kingery, Bev Brown, Karlene Chaney and Barb Evans.

Past advertisements from Cheese's grocery store....

Aqua Net Hair Spray 69c

SAVE the difference **LOWER** TO!



CHEESE'S

PHONE 298
DELIVERY MONDAY, WEDNESDAY AND FRIDAYS - 9:00 A.M.

Flavorist Cookies 39c	3 for \$1.00	Ajax Detergent 69c	GIANT 39c	Jell-O Pledge \$1.09
Peanut Butter 18 oz. 59c	Save 14c	Lucky Whip 49c	CHIPS All 69c size	Shurtline Froz. Orange Juice 3 lb. can 89c
CRISCO	Save 14c	Baby Cakes 49c	Cake Mix 49c	Gr. Beans 4 for 89c
Crackers 2 lb. box 65c	39c			

Sorry, folks: Due to circumstances beyond his control, Mike simply can't match Dad's old prices!

We shall close 6 p. m. Saturday, October 16th only so we at Cheese's can attend Mike & Kay's wedding.

MEAT DEPARTMENT

Wieners	1b.	59c
Chickens	each	98c
Chuck Roast	1b.	79c
Chickens	each	89c
Chop. Ham	1b	89c
Pork Chops	1b.	59c
Pork Steak	1b.	63c

Value Coupon
FLOUR 10 lb. 79c

Value Coupon
Brownie Mix 49c

Red Del. Apples 42 lb. box	\$3.49
Cabbage 1b.	7c
Carrots bag	15c
Tomatoes 1b.	29c
Potatoes 10 lbs.	39c
Budweiser Beer 6 pac	\$1.29
Hams Beer 12 pac	\$2.29
Grade A Large Eggs doz.	29c
All Brands Butter 1b.	73c
Meadow Gold Ice Cream 1/2 gal.	79c





CHEESE'S



200 N. WALNUT LENOX, IA PHONE 515-333-2844

- *We Welcome Food Stamps
- *We Welcome WIC Checks
- *We Offer Video Rentals
- *We Offer Iowa Lottery Items
- *We Also Offer The Rug Doctor

open

Mon-Sat
8:00 am - 8:00 pm

* Sunday
9:00 am - 1:00 pm

SERVING YOUR GROCERY NEEDS SINCE 1946

#139

SHURFINE OIL OR WATER PAK
TUNA 6 1/8 OZ 50c



SHURFINE 18 OZ
BBQ SAUCES 50c



HUNTS 15 OZ
TOMATO SAUCE 50c

SHURFINE 32 OZ
KETCHUP 2/\$1.50

SHURFRESH PIECES & STEMS, 4 OZ
MUSHROOMS 50c



24 OZ, GOOCH LONG
SPAGHETTI \$1.50

JELLO GELATIN 3 OZ 4/\$1.50

SHURFINE 16 OZ
APPLESAUCE 50c



SHURFRESH 16 OZ CHOCOLATE CHIP OR 20 OZ CHOCOLATE
SANDWICH COOKIES \$1.50

MRS GRIMES 15 OZ, ORIG OR SPICY
CHILI BEANS 50c

SHURFINE 48 OZ REG OR PINK
GRAPEFRUIT JUICE \$1.50

SHURFINE 18 OZ
PEANUT BUTTER \$1.50

SHURFINE BREAKFAST
PRUNES 24 OZ \$1.50

12 OZ SHURFINE SNACK
CRACKERS 2/\$1.50

PRODUCE DEPARTMENT

CALIFORNIA CRISP ICEBERG
LETTUCE HD 50c

2 LB BAG SHURFRESH CRISP
CARROTS 50c

Kay's Buy of the Week:

NEW CROP YELLOW
ONIONS 2 LBS 50c

CALIFORNIA 88 CT
ORANGES LB 50c

HAPPY APPLE CARMEL OR CANDIED
APPLES EA 50c

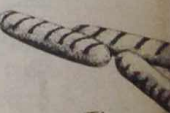
SHURFINE SALTINE
CRACKERS 16 OZ 50c

PILLSBURY LAYER
CAKE MIXES 2/ \$1.50

LAYS WAVY OR REG 14 OZ
POTATO CHIPS \$1.50

SHURFINE
SUGAR 4 LB BAG \$1.50

ALL COKE-7 UP-DR. PEPPER
SQUIRT-MINUTE MAID -
FRESCA-MELLOW YELLOW
PRODUCTS. **2 LTR 2/\$1.50**



50th

PRICES GOOD
WEDNESDAY, SEPT. 11
THROUGH TUESDAY,
SEPT. 17



Anniversary BARGAIN DAYS



MEAT DEPARTMENT

USDA CHOICE BEEF *Mike's Buy of the Week:*
CHUCK STEAK LB \$1.50

SHURFRESH 12 OZ
BACON PKG \$1.50

12.2 OZ OSCAR MAYER FUN PACK
LUNCHABLES 3/\$4.50

LEAN
PORK STEAK LB \$1.50

FRESH DELI
TURKEY BREASTS LB \$2.50

**FAMILY PAK MEAT
SAVE 50c LB
ROASTS-STEAKS-CHOPS**

SHURFRESH 12 OZ
HOT DOGS PKG 50c

DAIRY & FROZEN

6 OZ SHURFRESH FROZEN
ORANGE JUICE 50c

TOMBSTONE ORIGINAL
SPECIAL ORDER DOUBLETOP
PIZZAS 12 IN \$3.50

ZIPLOC 20 CT QT & 19 CT GAL
FREEZER BAGS \$1.50

KRAFT 12 OZ
AMERICAN SINGLES \$1.50

10 OZ SHURFINE SLICED 
STRAWBERRIES 50c

7.5 OZ TUBES SHURFRESH
BISCUITS 2 FOR 50c

HALF GAL A&E 100%
ORANGE JUICE \$1.50

16 OZ BLUE BONNET STICK
MARGARINE 50c

**HEALTHY CHOICE
DINNERS \$2.50**

PRICE SAVER
PAPER TOWELS 50c

A FEW WORDS ABOUT OUR ANNIVERSARY AD:

You won't find any items highlighted with starbursts, fancy boxes and large prices in this week's ad. That's because the ad, in keeping with the "return to the past" theme, is designed as close as possible to an advertisement by Cheese's AG Food Store in 1957. You might notice a few typographical items: There are no periods after abbreviations (apparently linotype operators wanted to reduce the number of keystrokes) and the cent sign is made by a lower-case "c".

Much more obvious are the prices: In honor of our 50th anniversary, our specials contain the number 50.



*We gladly accept
WIC checks &
Food Stamps*



An invitation to our Sept. 19 Smorgasbord... and memories from smorgasbords gone by.



Come and Get 'em
It's Our 50th Anniversary
SMORGASBORD!!
THURSDAY, SEPT. 19, 1996
From 5 to 8 p.m.
Lenox American Legion Building

- Our Smorgasbord Menu:**
- * Ham or Turkey Sandwich, compliments of Farmland, John Morrell, Metz Baking, Louis Rich.
 - * Potato Chips, courtesy of Frito Lay and Guys * Pork & Beans
 - * Cottage Cheese, compliments of Anderson Erickson Dairy
 - * Relishes * Condiments
 - * Coca Cola, compliments of Atlantic Bottling Co.
 - * Iced Tea * Coffee

We would like to invite all of our customers, friends, former employees and business associates to join us as we bring back Ray and Mildred's FREE smorgasbord.

BRING THE FAMILY - MEET YOUR FRIENDS FOR AN EVENING OF FUN AND REMINISCING



The annual smorgasbord hosted by Ray Cheese and Jerry Sheridan (pictured at left) drew literally hundreds of friends and customers. The photos of visitors at the smorgasbord table were taken prior to the 1973 store expansion; the smorgasbord lines in the old photos are in a grassy area between the grocery store and the old gymnasium.




Come and Get 'em
It's Our Annual
SMORGASBORD!!
THURSDAY, JUNE 25
IT'S FUN FOR ALL BRING THE FAMILY

CHEESE AG SUPER MARKET



Cheese's family legacy lives on



ABOVE PHOTOS: Mike Cheese and his father Ray are pictured in the vehicle Ray used to deliver groceries. Ray and Mike have both been active in the community and the grocery business. Ray served several terms on the Lenox City Council and was active in a number of other civic works and organization. Among his associations with several other organizations, Mike is a past president and board member of the Lenox Development Corp., chairman of the Lenox Doctor Recruitment Committee, a member and past officer of the Lenox Chamber of Commerce, and a longtime member of the Lenox Rotary Club. On the business side, Mike is presently on the board of directors of the Iowa Grocery Industry Board. Both Ray and Mike were longtime directors of the Co-op where they purchased merchandise the first 40 years of the store's existence.



NEW ARRIVAL!
Photo at left:
Maena French,
daughter of
Kevin and Lisa
Cheese French
of Essex, was
born August 21.



Ray and Mildred Cheese with sons (back row, from left) Dave, Mike and Bill "Greg" Cheese.



Mike and Kay Cheese pictured with their daughter, Lisa, and son, Brian.

The New Look!



Earlier this year, an inside-and-out remodeling project was completed to give Cheese's a new look and Cheese's customers added convenience.

*
ABOVE: Sean Kingery displays the dairy case.

*
AT LEFT: Kay Cheese oversees the produce case, and each week's advertisement features produce that includes "Kay's Buy of the Week."

*
BELOW: Mike Brown and Barb Evans organize the meat department cases, which includes a number of ready-to-eat selections along with fresh cuts of tender meat.

Mike and Kay Cheese, along with the entire staff at Cheese's Shurfine Food Center, thank you for your continued support. We invite you to attend our special 50th Anniversary Smorgasbord on Thursday, Sept. 19, 5-8 p.m. at the Lenox Legion Building.

