

Dahl's Foods



Beaverdale Dahl's Foods, 1948

Much like the items that stock its shelves, the Dahl's at the corner of Beaver and Franklin avenues is a staple for many Beaverdale families. Opened in 1948, it was the very first Dahl's supermarket. And according to Vice President Ed Beltrame, the store has seen quite a few changes over its nearly 60 years in the neighborhood.

"In the beginning, most everything took an extra step or two as compared to today," said Beltrame. "Potatoes and lettuce came in bulk, so the employees had to bag the potatoes and trim the lettuce in the store before putting it on the shelves. All the beef came in hanging and still had to be trimmed and cut."

The store was also closed on Sundays, which most Beaverdale residents would agree is a schedule best left in the past.

Here are some other ways the Beaverdale Dahl's has developed:

Employees

Then: 83

Now: 112

Most popular items

Then: Tide, Strongheart dog food, pork & beans and bread

Now: Bottled water, Mac n' Cheese, ready-to-use OJ and bread

Number of sister stores

Then: None; the Beaverdale location was the first supermarket

Now: 11

Competition

Then: SuperValu, Hinky Dinky and mom & pop stores

Now: Hy-Vee, Super Target and Fareway

Extras

Then: First supermarket to offer a fresh bakery in the store.

Now: In addition to the bakery, offers a deli, pharmacy and post office