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uno animo

(of one mind)



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UNO ANIMO

=====*[of one mind]*=====

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Vol. 4

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Looking Backward--and Forward

MANY members of our organization have kept complete files of Uno Animo ever since it was first issued in October, 1925. This is a fine practice and it is interesting to occasionally turn back to some of the early issues and compare the organization as it existed then with the present vast institution, international in scope, touching the east as well as the west coast, Hawaii and Canada. It is interesting to note the tremendous growth—the districts which have been added as the months have gone by, new states invaded—whole sections of the country becoming “Safeway minded” as our advance guards have blazed the trail.

The first extensive change in the Skaggs organization was when it was merged with Safeway just three years ago. As the details were not completed until fall, however, the Southern California division did not take part in the publication of Uno Animo until January, 1927. Pay'n Takit Stores of Arizona became identified with Safeway on January 1, 1928, and made its first appearance in Uno Animo in May of that year.

Most of our readers are probably familiar with the more recent additions to the Safeway family—Sanitary, Piggly Wiggly divisions in various parts of the country, including Honolulu, development of the Midwest and Southwest sections of the country, and now the opening up of the great Canadian field.

Western States Grocery Company has been keeping pace with Safeway in the matter of expansion, and its warehouses are now located in most of the major distributing points throughout our territory.

Yes, it is inspiring to review the past achievements of our company and pleasant to know that we have all had some part in it. For, while the results may be measured in terms of stores, warehouses, earnings, bonuses or dividends, these things are made possible only as the human factor in our organization is able to function efficiently, growing and developing in advance of its material objective.

Our achievements in the past have been possible only because we have been able to develop men capable of carrying on the Safeway principle of service and establishing our well-tried merchandising policies in new fields.

It is an inspiration to read the records of promotions in back issues of *Uno Animo*, to note those who have been advanced from the ranks to the higher positions—supervisor, district manager, division manager—some having had several well-merited promotions since this publication was started. It is at the same time a challenge to those newer men who are at present on the lower rounds of the ladder. Safeway's development should in the next few years surpass even that of the past. It can not help doing so if its man power keeps pace with the opportunities for further territorial expansion that are sure to come. It is up to each of us as individuals to prepare ourselves for the call when it comes.

On the Danger Line

A NEW YORK banker notes a significant fact in that city, which perhaps is true of nearly every city in America, large and small. It is that people enjoying high salaries and wages have not been and are not now increasing their savings. Spending has been accelerated and stimulated "by the multiplicity of new things to buy and by various methods of making buying easy," he says, "while the various demands of the higher standards of living have placed a serious proportion of American families below the financial danger line."

This is a situation not peculiar to our large cities. It exists in the small towns. Not in families which are in a struggle to secure the common comforts and pleasures of life, but in those who have "abundance" in the local meaning of that word, to live well and save while they are doing it. The peril lies in the fact that spending increases with increased income, while savings do not, and in many instances are declining.

Every sensible man knows his savings should increase along with his earnings, until his financial resources are sufficient to insure him against loss of employment, decreased earning power, and old age. It is the easiest thing in the world with cash in hand to raise a family's standard of living. It is the hardest experience a man can have to be compelled to lower it! That is, in the eyes of his family, his neighbors and his community, evidence of failure. One of the frequent phrases used in small towns when people whiz by in new automobiles, is: "I don't see how they do it." This is how they do it—by bidding farewell—often a final farewell—to present opportunities for building up financial security for the future. Usually the whole family, with the possible exception of its earner, enters this dangerous period without misgivings. Now they have arrived, they think, at the point where they can spend freely and give up the small economies of the past.

Now they can make a showing, and that's exactly what thousands of fool families are doing all over the country today. They have cast to one side the ladder by which they climbed to comfort—thrift—and are enjoying themselves. When a family breaks away from its prudent economies but little time elapses before it turns to waste. When it reaches that point its sure descent begins. That is the universal experience.—W. J. Sibley in *Chicago Journal of Commerce*.

"Beside the Still Waters"



The above pastoral scene was photographed in Fresno county, California, in the San Joaquin valley, "Garden of the Sun." This is only one of the many beautiful sights that meet the eye of the vacationist and tourist as he passes through the Golden State.

Fort Worth Leads in Food Distribution

By Miss LOLA PATMON

HELLO, Safeway World! This is Fort Worth, broadcasting from Station CONTENT, where the Golden West begins and where you find the best grocery stores in the country—clean, up-to-date Piggly Wiggly stores, operated in a "Safeway" manner. I am going to give you a few finger-tip facts about our thriving little city, and hope you will enjoy the printed version as well as we enjoy the actuality.

We are very fortunate in regard to amusements, and are especially proud of our million dollar Casino Park at Lake Worth, where one may dine, dance and view the many thrilling sights offered in the stands on either side of the board-walk, said board-walk being approximately 1400 feet long. There are also the eighty-five-foot "thriller," which furnishes excitement to the braver ones, and beautiful Lake Worth, girdled by the famous meandering road (lovers take notice) which offers unexcelled boating, fishing and swimming. Aside from our beautiful Casino Park, there are 43 smaller parks, proffering the best of playgrounds in tennis courts, golf links and polo grounds. Fort Worth also supports a baseball club in the Texas League, with one of the finest ball parks in the South, and in every way is careful that "home-towners" have plenty at home to amuse them.

In the past 50 years Fort Worth has developed into a city that leads the entire South in the manufacturing and distribution of food products. It is a leading packing center with two well-known packing houses, Armour and Swift, as well as a number of smaller packers located here. Fort Worth is the home of the largest independent mayonnaise manufacturing plant of the Southwest, and is famous for its cowboy boots, made and shipped all over the world by the Justin Boot Company; and of course you all know that highways, railways and airways always lead to Fort Worth, the fourth largest city in Texas—but the best (says we) regardless of size. There is no need of my telling you that Fort Worth is known as the oil center of Texas, and the pioneer of air transportation—with our cowboys trading their ponies for airplanes and breaking the world's endurance record, nation-wide interest has

been attracted to Fort Worth and its air activities.

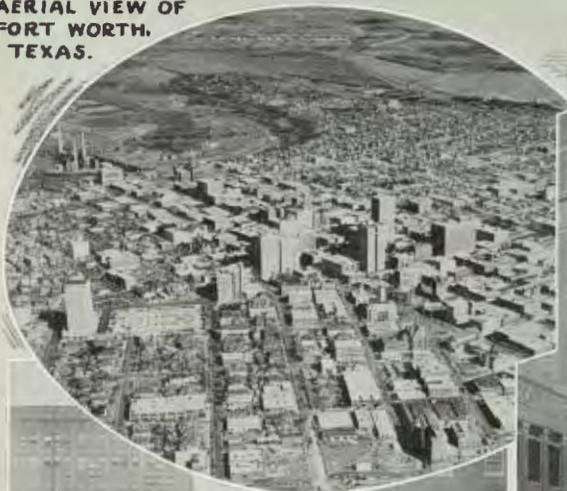
The growth of Fort Worth is well shown in that we have twelve trunk line railroads leading into the city, with nineteen outlets, nine paved highways over which 72 busses enter daily, and a modern fireproof airport with hangar space for 65 ships, where two mail and five passenger planes give us daily service. There are twelve major hotels with 2300 large, comfortable rooms to take care of our visitors, which makes our city the headquarters for many conventions. We have five national and three state banks, and the bank clearings for May were \$58,392,457.34, postal receipts for May being \$141,602.00. We understand an appropriation for a new Postoffice building has been made, to be located on the site of the old one and possibly covering one city block. Building permits in Fort Worth for the month of May were \$1,865,891.00. There are 36,405 beautiful homes, with 600 miles of paved streets in Fort Worth; 37 white and ten colored grade schools; nine white and one colored high schools, and four colleges—all of which give employment to 960 teachers and take care of 31,576 students. Fort Worth is proud of its 206 churches, one of which has the largest Sunday school class in the United States. There are many other interesting things we would like to tell you about our city—of its hospitality, etc., which make it the meeting place of the entire South—but our time is up and we must sign off.

You have been entertained (we hope) during the past few minutes by Station CONTENT, Fort Worth, Tex. We are now signing off at exactly—time enough to get this in for the July issue of Uno Animo. Good night, everybody.

NOTE: Since the above article was written, the Casino Park at Lake Worth has been destroyed by fire. Loss is estimated at \$600,000.00, aside from the burning to death of a giant gorilla valued at \$30,000. Before the smoke from the fire had settled, plans were being made for the rebuilding of this wonderful playground. Fort Worth—ever the city of progress, prosperity and opportunity!

Fort Worth, a Modern City

**AERIAL VIEW OF
FORT WORTH,
TEXAS.**



**WEST
SEVENTH
STREET**



LEFT: MAIN STREET



**JAMES KELLY AND R.L.ROB-
DINS WHO ESTABLISHED
WORLD'S AIR ENDURANCE
RECORD OF 172 HOURS**



**LEFT: MEACHAM FIELD
FORT WORTH'S AIR PORT**

Mad Dog! Mad Dog!

By S. G. SONNELAND, M. D.

Pasadena, California.

MAD DOG! Mad dog! At one time or another you may have heard that cry echo along the street. You may have scurried to a safe place in response to it. Mad dog! Here he comes dashing... snarling... stumbling... snapping... biting at trees... biting the ground... a leap in the air... a fall... convulsions... he's up again... better look out... the police... a shot... a good shot... dead dog... memories of such a spectacle linger.

Rabies is a word derived from the Latin word *rabere*, which means to rage or to be mad. And hydrophobia is a compound word derived from two Greek words—*hydro*, having reference to water, and *phobia*, which means to fear. Rabies and hydrophobia are synonymous terms. Both mean the same. Either word calls to mind a disease which is common to warm-blooded animals and which is characterized by rage or madness and fear of water.

A knowledge of this malady, in its essentials at least, may prove of inestimable value. Especially may this prove to be the case at this time, for it is during the hot days of July and August that the disease is most prevalent.

The incidence of rabies or hydrophobia is greatest in dogs. But wolves, cats, foxes, skunks, horses and cows are all subject to it. Rodents too. Only a few days ago, in Los Angeles, a squirrel descended from a tree and bit several people. Among its victims were a little boy and a little girl. It buried its teeth in the arm of the little girl and then bit the little boy severely about the face and neck.

Primarily rabies is a disease of lower animals. It is a disease of the central nervous system (brain and spinal cord) due to the presence there of a filterable virus. We say filterable virus, but we understand in so speaking that virus or poison is probably no more, no less, than just some form of bacteria so small that it escapes our observation. Smallpox is another disease due to a virus. But the virus of smallpox produces only smallpox. And the virus of rabies produces only rabies.

It is interesting to observe that an animal can become rabid without there being any very apparent reason for it. It is, in fact, just this lack of an apparent reason that accounts for the usual statement which is

to the effect that the disease is spontaneous in animals. Observe the use of the word "spontaneous" and recognize how inadequate, how evasive it is. Of course no one with the slightest ability to think is going to believe that rabies is spontaneous, either in beast or man. Indeed, it would be as easy to believe that Topsy "just grewed up" as to believe that rabies is a "spontaneous" disease. And so, in spite of the usage of the term, we are going to insist on a reason for rabies just as we insist that there is a reason for every other thing. With man we say that it is necessary for a rabid animal to bite him before he can have rabies—and that is right. Let us believe that it is as equally necessary for one of the lower animals to have to be bitten before it can get rabies. Thus—"great fleas have little fleas upon their backs to bite 'em, and little fleas have lesser fleas, and so ad infinitum." It may be that one kind of a flea or another gives the dog his rabies. Anyway, the disease is not spontaneous and this will be definitely proved one of these days. To hold fast to the belief that nothing is spontaneous, that nothing is fortuitous, is good. There is a reason for everything.

Reliable statistics which might tell us of the frequency of rabies in the United States are not immediately available. In Germany during a fifteen-year interval there were 9,069 dogs, 1664 cattle, 191 sheep, 110 horses, 175 hogs, 79 cats, 16 goats, one mule and one fox afflicted. The statistics of the Department of Health for the City of New York reveal 74 cases reported for dogs during an interval of six months.

That it is the dog we must watch most carefully for evidence of the disease if we would avoid the possibility of getting it ourselves, is a statement that cannot be gainsaid. Each animal is, no doubt, ill for days and even weeks before it goes on a rampage. Laboratory animals that have been experimentally inoculated show a first stage of increased excitability and irritability. They are restless and vicious. This is followed by a state of depression during which torpor, lassitude and loss of appetite are prominent symptoms. They seem to develop an inability to swallow and other signs of paralysis most marked about the hind quarters. Cats react similarly.

It is a good plan to let sick dogs and sick cats strictly alone, and not attempt to fondle them. To be sympathetic is a laudable human quality. But to permit your deep sympathy to get the better of your good judgment is a bad mistake. Certainly, little children ought not to be permitted to associate with pets that present any such symptoms.

Confine the sick pet. Do not permit it to come near you. If the animal has rabies it will die. If it has another disease it may get well. Remember that the bite of an animal in the prodromal or early stage of rabies is highly infectious and probably as dangerous as that of an animal actually mad. The virus is present in the saliva and upon the teeth. And to contract rabies all that is required is for one to be bitten, at which time the virus is deposited in the wound made by the rabid animal's teeth. This is the inoculation. Whoever is bitten by a rabid animal becomes immediately inoculated and therefore subject to the identical disease.

Every day people who have been bitten apply for aid. Sometimes the wounds are inconspicuous. And sometimes they are conspicuous. But it is not the size of the wound that the doctor is so much concerned about as it is the question as to whether the attacking animal was rabid. In any event there are two things that have to be done. The wound has to be attended to and the animal that inflicted the wound has to be apprehended.

Because of its importance we will dwell for a moment upon the matter of the proper and immediate treatment of the wound. It is of the utmost importance that the latter be cauterized, and for this purpose 40 per cent formalin or phenol or fuming nitric acid on probes is serviceable. Cauterization should be done in all cases. It is a gesture of great prophylactic value and often alone serves to prevent the development of the disease. In order, however, to be effective, it must be done early. It must be done thoroughly. The probe needs to seek out the remotest recesses of the wound.

Now to deal with the question as to whether the animal that inflicted the wound was mad. We must not assume that because a dog bites he is rabid. But we ought to entertain suspicions until he is proved innocent. Some people deserve to be bitten. Therefore, in weighing the evidence one ought to consider the circumstances under which the assault took place. For example, a dog isn't crazy because he bites a man who kicks him. Many of us will say instead that under those circumstances a

dog just shows good sense. Of course, the dog might retaliate by returning a kick for a kick, but then he probably appreciates, as a good dog would, that dog kicks are not very effective. That is probably why he uses his teeth. He knows that teeth are effective. There is no reason why the admonition of tooth for tooth and eye for eye ought not to be as operative between man and dog as between man and man. Both man and dog have their rights.

Rabies, if permitted to pursue its normal course, is a fatal disease in man or beast. Man gets the disease in consequence to the bite of an animal so diseased. You can therefore understand the prime importance of determining whether or not the animal that bites you is rabid. If the animal is not rabid there will be no need for treatment other than that which is directed toward immediate healing of the wound. Whereas, if the animal is proved rabid, not only does the wound require attention, but vaccination against rabies is demanded. One hundred per cent of human beings in whom the disease is permitted to go unchallenged die. If the possibility of the development of the disease is recognized early, and treatment is instituted early, the mortality is but 1 per cent. In other words, the efficacy of the Pasteur treatment in rabies is no longer problematical. According to Hogenes, 50,000 people have been treated within a period of ten years with an average mortality of but 1 per cent.

The obviously rabid animal at large should be shot on sight. And in the event it has succeeded in biting some one in advance of this, that person ought to immediately commence having the Pasteur treatment. Not only will the doctor take steps to protect his patient, but he will want to determine positively whether or not the attacking animal was really mad. He will submit the intact brain and spinal cord of the animal to a competent pathologist, who will seek the presence or absence of the tell-tale Negri bodies in it. These are microscopic structures which it will not be necessary to speak of further, except to say that when present they are deemed positive evidence of rabies. But their absence does not necessarily prove the animal not rabid. It only complicates and delays the diagnosis. If the Negri bodies are not found immediately, a watery emulsion is made from a certain portion of the suspected animal's brain. Tiny doses of this are introduced into the bodies of three healthy rabbits or three healthy guinea pigs and the development of rabic paralysis and other diagnostic symptoms awaited. If the virus

of rabies be present in the emulsion the experimental animals will show definite symptoms. They will die of rabies in two weeks and the Negri bodies may then be demonstrated in their brains. Whereas, if the virus be absent from the emulsion the experimental animals will show little or no evidence of illness and will recover. This is what is called passing a disease through an animal. It is a procedure of inestimable value to scientific medicine. Three animals are used, the idea being that the inoculation might fail in one or even two, but that it is highly improbable that it will fail in all three, assuming, of course, that the virus is present. Things equal to the same thing are equal to each other. That is a rule of geometry. Also, it is a rule of the experimental laboratory.

Incidentally, there are people who band themselves together in societies called antivivisection societies. The members are antivivisectionists. And they believe it wrong to use guinea pigs or rabbits so. They think themselves very moral, very pious, but in reality they are immoral and evil. They are immoral because they would obstruct the efforts of medical science, whose duty it is to save lives. And they are evil because they are ignorant. We have already pointed out in a previous chapter that sin springs from ignorance, and this is just one more example as to how that formula works out. Don't be an anti-vivisectionist. Don't be ignorant and evil. Be wise and good.

Here is information of proved value. Never kill an animal that is only suspected of being rabid, even though it has bitten some one. To do so is to destroy evidence. Always confine the animal instead. Hold it under observation, in confinement for two weeks. If it was rabid at the time it inflicted the injury, it will die of rabies during the interval of confinement. If it dies, the brain should be examined and diagnosis clinched. Whereas, if innocent of rabies at the time of inflicting the injury, it will be innocent and apparently well at the end of the period of confinement. Which being the case, treatment of a person so suspected of having been inoculated may be discontinued.

We recognize two grades of cases—one mild and the other severe. But, paradoxical as it may seem, the severe case is not always the case which shows the most laceration of tissue. Nor the mild case the one which shows the least laceration of tissue. Generalizing, it may be said that the severe cases include all those in which the lacerations are about the head. And mild cases would include those in which the wounds are upon parts of the body more remote

from the head. Certainly, the degree of rabidity of the attacking animal requires to be taken into consideration.

The technic as developed by Pasteur in France is still for the most part followed by those who treat rabies today. Actually, it consists of a series of doses of antirabic vaccine (Cumming) at intervals of 24 hours—the vaccine being injected into the muscles of the back. Fourteen or 21 doses (2 c.c. each) are administered according as the case is regarded as mild or severe. As a rule children under 4 years of age are given the same number of doses as an adult, but the size of the dose is divided by two.

It is comforting and good to know that the interval of time which elapses between the time of inoculation (time of injury) and the moment of the first sign or symptom of rabies is considerable. The average, as determined for man, is six to eight weeks. This is the period of incubation. Man's body is the incubator and the thing hatched out is the disease. It is the doctor's job to determine early whether anything is being incubated of the nature of rabies. He has time, but none too much. He can proceed methodically to the determination of the presence or absence of the virus in his patient, but there can be no slip. To slip in the diagnosis is to permit one to die who might otherwise have lived. Indeed, the antirabic vaccine is worth many times its weight in gold when used early. But if used late it is of no value. Nothing can save the person in whom rabies is permitted to hatch out. The thing to do is to determine that it is incubating and then put a stop to the incubation with the vaccine.

In conclusion, let us all make a record of this fact: Rabies is far and away spread more by dogs than by any other animal. Let us record the fact that it is possible, indeed very easy, to treat a dog so that he can't give rabies to any one, even though he takes a nip at them. It is accomplished by vaccinating the dog against rabies—and all veterinary doctors are familiar with the technic. Your animal will require but one injection to make him safe for the children, and the dog won't even feel it to speak of. Better have your animal vaccinated if you have not already done so, and insist that every one else, including anti-vivisectionists, do the same with their dogs. As a matter of fact, many cities require that dogs be not only licensed but vaccinated as well, and it goes without saying that such a law is a good one. Every dog should wear a license tag and an additional tag to show that he has been vaccinated against rabies within the year.

SUMMER TIME Cartoonograf's

Which - THE BEACH

OR Z... THE MOUNTAINS ?



It's hard to
decide where
to take one's
VACATION

- GREAT WEATHER THIS TIME OF THE
YEAR FOR BLOATED STOCK-HOLDERS



GST.

Why the Chain Store

By RALPH W. GWINN

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(Continued from last month)

BUYING is a matter of constant, not intermittent, attention to the producing markets. In order to keep from overstocking merchandise which may not move in the store, there should be continuous flow of merchandise weekly, or even daily, from factory to store. This means that two or more persons in each independent store must make buying their chief concern. Sixty expert buyers stationed constantly at the principal producing centers can do the buying for more than a thousand small department stores. The services of the traveling salesman for such stores are entirely eliminated. This is one example of labor saving in distribution which is comparable with the machine's labor saving in production.

8. Mass buying, often cited as the chief reason for the success of the chain system, works economies to both factory and stores because the demand of 1000 outlets for a given item is in one buyer's hands. He places that single order with the factory at the seasons of the year when the factory may be running low, or under other conditions as favorable as possible to the factory.

9. The general plan of compensating all classes of officers, executives, managers and other employees by a plan of sharing in the profits of the stores and in many cases permitting reinvestment of these profits in the stock of the company as a whole, goes far toward the maintenance of continuity of service.

In one of the national chains approximately 80 per cent of all its common stock is owned by its active associates.

Certain objections are made to chains:

1. It is asserted by opponents of the chain system that its size and alleged impersonal character are destroying independent American individualism. There is no evidence that this individualism is jeopardized in the processes by which a man works closer and closer with his fellow men in co-operative effort in the particular kind of work he is best suited to do. Instead of being lost in the chain system, many are finding their greatest opportunities for education and usefulness.

2. The question is often asked, "What is to happen to the worker who is thrown out of employment if chains reduce the

number of necessary stores?" Looking again at the chain merely as a new labor saving machine, we can apply the analogies of the changes wrought by machines in the past. A single shoe operator today does the work of ten old-time shoemakers, yet more work seems immediately to arise for those nine men who are no longer shoemakers. A single girl in a clothing factory does the work of twenty-five hand workers, yet the number of girls employed in the clothing industry is enormously increased.

What happened to the blacksmith when the automobile came? He immediately found three jobs where he had one before, and at higher wages. He found a better standard of living. The same change in employment is going on now with the iceman, who is being replaced by automatic refrigeration. Does any one suppose that the greater desirability of electric or gas refrigeration over the iceman's product will not in the long run materially improve even the position of the iceman?

3. Local banks in small towns sometimes assert that the chains are no asset to them as compared to the independent stores. They fail to appreciate that with the chains, banks are not asked to loan money on stocks of merchandise of uncertain value in stores of which 90 per cent fail. The store managers and other personnel present to the banks as security for loans the liquid, marketable capital stocks of their national chain-store system instead of the less liquid merchandise stocks. The fundamental security for bank loans, namely, land and buildings occupied by regular and responsible rent-paying chains, is improved collateral.

A banker in a small city once criticized chains because they eliminated traveling salesmen, and because "money spent by commercial travelers is an important source of small city revenue." This was an astonishing proposition from a banker. It is obvious that every manufacturer and wholesaler fixes his selling price to retail merchants so as to cover the cost of traveling representatives' salaries and expenses. The local dealer, therefore, pays these expenses rather than some one residing away off in the nebulous distance.

Already thoughtful merchants, manufacturers and wholesalers in all lines of busi-

ness are giving serious thought to the question of whether the newer and more scientific methods of distribution may not utilize the energies of the present-day traveling salesman to better advantage.

4. Chains have been criticized because it is alleged that they take all the money out of the town to absentee owners. Of course, the only possible economic excuse for the chains is that they leave more money in town than any other distributing device by selling at lower prices. If they did not do that their millions of customers would stop being patrons. Customers who pay very high prices for merchandise to a merchant who in turn is himself a liberal spender in town do not by this process receive back one additional cent toward the wealth of that town.

5. Many admit the economic advantages of chains, but accuse them of failing to support the local community chest, the chamber of commerce and other local community enterprises. What do the facts show? Entirely too few of all types of merchants give to community enterprises. In a typical western town a survey in 1927 showed 258 separate grocery stores. Seventy-five of them were chain stores. Only twenty-eight out of the 258 were members of the chamber of commerce. The chains in this case were no more at fault than the non-chain stores. Yet it was found that in one chain 94 per cent of the stores were members of local chambers of commerce or civic betterment associations.

Chain stores realize that the problems of scientific giving to community enterprises, as well as the scientific administration of such undertakings, demand solution. To the study of these problems and of their proper obligations in such situations chain store managers are giving careful and sympathetic attention. It may fairly be expected that enlightened action will grow out of experience and this study.

So the future usefulness of the chains can be measured by their past performance and the stability of their foundation; by the degree to which they may successfully organize to parallel mass production; by the possibilities still ahead for the improvement of mechanical devices for lowering distribution costs; by their ability to utilize expert scientific services at low costs a store unit; and by the extent of the field, 85 per cent of which is as yet unoccupied. Their future is assured if they can deliver equivalent or better goods and services at lower costs than the old type of store.

It is the mind of man that conceived and built this modern machine age out of metals and mechanical power. Therefore, he can hardly fail in uniting the materials of men's minds and hearts in a power equally great for service in the field of distribution. Since the human qualities have been peculiarly necessary in developing the chains thus far, the chains may, in the near future, furnish the best example of what organized, trained and co-operating manpower is capable.

Safeway Boy Wins Scholarship

BY WINNING first place in the national interscholastic essay contest on disarmament sponsored by the Brooks-Bright Foundation of New York, Stanley Elliott, former Saturday boy at store No. 577, Oregon City, Ore., now a graduate of West Linn Union High School, has been awarded the foreign resident scholarship which the foundation presents to the winner this year. This entitles Elliott to represent the United States in England for a year's study at any English university. The scholarship is valued at between \$2000 and \$2500.

The Brooks-Bright Foundation is an organization which consists of 54 high schools located throughout the United States with the purpose of developing closer relations

between England and the United States.

We members of Safeway store No. 577 are proud of the achievement of Stanley Elliott and are due to lose a good Saturday man. This shows the type of man attracted to Safeway these days.—B. LEVIS, manager store No. 577, Oregon City, Ore.



Stanley Elliott

* * *

HUH?

Teacher: "Now, Jimmy, what are you doing? Learning something?"

Jimmy: "No, ma'am. I was just listenin' to you."



Joint Meeting Successful

The benefit of joint meetings was more than realized, April 25, 1929, when three Southern California districts, Nos. 10, 21 and 23, met at store No. 176 in district No. 23, at which we had almost 100 per cent attendance. One man was excused—otherwise nobody was absent. This attendance is very good, considering that District Manager Gurtner of district No. 10 and his men had to come some distance to attend.

District Manager Hoskins of district No. 23 acted as chairman of the meeting.

A. P. Powell of the Fruit and Vegetable Department told us some very interesting things about the handling of fruits and vegetables; also some of the advantages and difficulties of his department. Let's give this department all the co-operation possible, as I feel we are getting it from them. Whenever and wherever Mr. Powell attends our meetings, try to grasp some help, as his remarks are always seasonable.

Mr. Schopp, the Max-i-muM meat man, gave us a valuable lesson in the quality comparison between Max-i-muM canned meats and canned meats of other labels. This demonstration will be of big help to the men in the stores in putting over Max-i-muM meats.

Let's do the same with Max-i-muM meats as has been done with Max-i-muM milk. It can and should be done. Have confidence in our own labeled merchandise, regardless of what it is.

Herbert Schurter, manager of store No. 82, district No. 23, told the truth about "The Value of Sales Books." Why do so many men hesitate to use the sales books as they should? Why do some managers neglect to instruct their salesmen in the use of the sales book? Every man who heard Mr. Schurter should make up his mind to profit by this experience. It does not cost a cent.

Harry Miller, manager of store No. 26, district No. 21, told us how our district

meeting would be more interesting. Along with a manager or salesman giving us a little talk, as well as a talk by some visitor and the district manager, each meeting should be conducted by the manager of the store in which the meeting is held. He is right and this is a rule now in district No. 21.

Ralph Pringle of the executive department gave us some instructions and ideas in conducting our business to make our work easier, more profitable and more pleasant.

Many of the men who attended this meeting were enthused and well pleased with it, and are now looking forward to another joint meeting, which will be soon.

Remarks and discussions of some one outside of our own district are very beneficial, I believe.—FRED SALVAGE, district manager, district No. 21.

District No. 2, Los Angeles

On Wednesday evening, June 12, the regular meeting of district No. 2, Meat Department, was held, differing from the others only in that it was of the open discussion type, our main topic of discussion being "Volume and Gross." We found it to be very successful and it has instilled new life in our managers.

It was decided that each week all managers should receive the figures showing their gross percentage and how they arrived at same.

We also started at this time a district "volume and gross" campaign, presenting reports to the managers once every week, starting anew each two weeks, showing our report of this campaign in the form of a ladder which we call "the Safeway ladder of effort," high man being on top, etc.

We are working district No. 2 up to where it will show the greatest average sales per store and gross percentage, and hope to make this district the criterion for the balance of the division. — W. D. GAUNTNER, district manager.

District No. 8, Los Angeles

On the 4th of June the personnel of district No. 8, Los Angeles division, gathered at store No. 218 for the monthly meeting.

A. B. Davis, manager at store No. 108, Redondo Beach, outlined "Handling of Featured Merchandise," from the time it is first announced in the bulletin until the last day of its sale. Featured merchandise should be ordered as soon as its identity is known in order that it may be on hand early enough to best plan its display. Featured items should be displayed in the "hot spots" so as to tie up most effectively with the work of the advertising department. Along with the feature merchandise it is well to display the items that are being advertised at regular prices.

H. E. Kester, manager of store No. 243, covered in detail the reasons "Why We Should Sell Our Featured Merchandise." Selling featured merchandise increases the prestige of the store as the place in which to buy groceries, and it follows that the volume will likewise increase, accompanied by the friend of all managers, increased profits. All people are, essentially, bargain hunters, but they resent having any one assume that they are pinching the pennies. Many times by selling featured merchandise with a smile as large as though it were at the regular price, they loosen up enough to buy those other items that they need. A store value on the market is merchandise plus good will. The selling of featured merchandise with the proper spirit creates that intangible asset, good will—so that even if the immediate profit is small in dollars and cents, a far greater profit is assured in the interest accruing from the additions to the good will.

Chester A. Berg, manager of store No. 248, Redondo, told of "The Benefits of the Manufacturing Department and the Future Assets of each part." It gives us quality merchandise at a price, exclusive distribution for brands that repeat, standardized values that can be guaranteed to be uniform at all times. We know that we are producing good articles in the manufacturing department, which gives us pride when we offer them to the public. Our assets are the new customers gained through our own products, and new goods to create new consumer demands. The vastness of our distribution enables our manufacturing department to run at capacity all the year, keeping a large army of employees at steady employment.

District Manager Butler outlined our prominent features coming up soon and also our weekly bread day. We were re-

minded to keep in touch with the market conditions by closely studying not only our vegetable bulletins but also our daily vegetable invoices as we are entering into the soft fruit season and prices change materially from day to day. Since summer is at hand it is well to double our efforts in keeping the ice box and vegetable stands clean. The standings of the stores in district No. 8 during our month of May mayonnaise contest were announced.

Before adjourning two thoughts were brought forth: Our duty—to serve the public; our opportunities are unlimited by but one thing—ourselves. We are just as big as we permit ourselves to be.—R. H. LINGREN, manager store No. 213, Los Angeles, Calif.

* * *

San Francisco

The market managers of San Francisco district held a meeting Tuesday night, June 18, and we want to tell you it was a real meeting. We haven't had a meeting since our district manager, Jack Marshall, left, because our time was so taken up with the opening of new markets.

Many things of importance were discussed and ideas were exchanged. A. Farone sang a good old "Dago" song, and G. Hennig sang a real old love song. We couldn't tell if Tony's was a love song, but both boys brought tears to our eyes—either from laughter or old memories. Both boys are talented and endowed with eminent ability. We tried to get Mr. Switzer to give one of his famous poems, but Sam seems to be a little bashful.—*Unsigned.*

* * *

District No. 21, Los Angeles

A meeting was held at store No. 113 May 21 with Manager J. Effinger acting as chairman. The meeting opened promptly at 8 o'clock and after roll call the chairman called on Manager J. Jolly of store No. 160, who gave an interesting talk on the care of celery and also some good suggestions for displays.

Manager Harry Miller of store No. 26 talked on "Forehandedness" and the necessity of reading all bulletins and trade papers so as to have a forehanded knowledge of new goods. He also urged the salesmen to take up the Chain Store School course as a means of obtaining more knowledge of the chain store methods of operating.

The star speaker of the meeting was Peter Sauer, who, as representative of a German chain grocery system, gave an interesting talk on German methods and compared the selling price of several staple

lines. He also had some interesting pictures of their stores. After hearing his comparison of working conditions and salaries, we all agreed we would rather be in Sunny California with Safeway than working in the German stores—even though they sold certain goods in bottles that Mr. Volstead would not approve of.

District Manager Salvage spoke of our "Dollar Week" and the mayonnaise contest, and a general discussion was held. Mr. Effinger closed the meeting at 9:45.—THE CUB REPORTER.

Relax and Be Happy

Smiling relaxes the face and the feelings too. If your face is relaxed you don't get the full effect of any blow. No matter how hard life hits you—if you smile, half the bitterness is gone. You can't be angry at the world and smile at it too.

We seldom sit down and try to figure out why we like a place or a person. The things we like we take for granted. It is often our first impression that lasts the

longest, and that is why a good impression in business is golden.

Customers sometimes have "chips on their shoulders." They feel hurt about something—the injury may be real or imagined. You have to help soothe their feelings. Being courteous isn't everything. There must be some actual service. The customer should go away feeling that you have been genuinely interested in his problem and have helped to straighten out the difficulty.

You don't gain friends by arguing. Sometimes things that appear to be trifles to you are of tremendous importance to the other fellow. As long as you represent your firm—the customer is always right.

Every one likes cheerful, enthusiastic people. The attitude that radiates courtesy, promptness and efficiency is always popular. These qualities make a business successful.

A cheery "good morning," a "please" and a "thank you" are little words, but somehow the spirit behind them makes life worth living. The voice with a smile wins.—*Pacific Telephone Magazine.*

The West's Playground

DENVER has truly been called the "playground of the West." Within a few hours one can drive to many beautiful spots of Colorado. Probably back in the days of '49 whoever chose the townsite for Denver was unusually gifted with foresight or had an abnormal sense of possibilities.

When Buffalo Bill roamed the hills, fought the Indians, broke wild horses and chased wild buffalo, he chose the top of a mountain, which is now known as "Look-out," for his final resting place. A wonderful scenic road has been built to the top of this mountain and thousands of tourists, spending their vacations in Colorado, travel the winding road to get a view of Denver and its vicinity and visit the museum built in memory of the famous scout, see his grave and leave a few buffalo nickels on the slab to further the completion of another monument to him.

From May until late October, Deer Creek, Turkey Creek and Bear Creek, and the famous mountain parks are literally lined with picnickers who gather in the mountains and along the streams to escape the heat of the city and get refreshed from the day.

On the banks of Turkey Creek a real estate company has constructed a miniature

village which is a delight to the older as well as the younger generation. Kiddies go into raptures when they see this undreamed-of playground. Alice in Wonderland never dreamed of such luxury as a little town just the right size, with all the possessions of an honest-to-goodness village. It has the railroad station, city water and light supply, hotel, church, candy factory, windmills, residential section, suburban section, grocery stores, banks and any other thing found in a large city. The pictures on the opposite page give a good idea of the size of the town.

About 75 miles south of Denver is the famous Pike's Peak and the Garden of the Gods region, and about 75 miles to the north is Estes Park and Long's Peak.

We are proud of our state and its natural resources and wonders. More will be said of it next month. The personnel of the Colorado Springs stores will submit pictures and descriptions of the wonders of their part of the state, and the Loveland and Fort Collins stores will give us the particulars regarding their section of the country, and we are sure that when you have heard all about Colorado we will be shaking hands with Safeway folks from all parts of the United States who will flock to this natural wonderland for vacations.

Tiny Town, Denver, Colo.

NEAR THE CITY
ON TURKEY CREEK
A REAL ESTATE
COMPANY HAS
CONSTRUCTED THIS
NOVEL LITTLE CITY

•••••



AMERICAN
NATIONAL BANK
AND MAIN ST.



TRAIN PULLING
INTO UNION
STATION

FASHIONABLE
RESIDENTIAL
DISTRICT



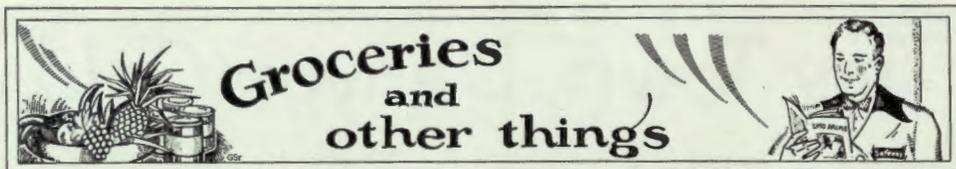
MINING
DISTRICT



THE CHURCH



PICTURESQUE WINDMILL



Your Responsibility

As a manager of one of the Safeway stores there rests upon your shoulders a big responsibility—a responsibility to your company's present and to its future.

When they give you a key that opens the door of one of these stores they bestow upon you an honor. That key is a symbol of their faith and trust in your ability to make the store a success. They are confident that you will put forth your best efforts toward making your store a link in the chain of which it is a part—a very vital part.

They are depending upon you. And you? Are you dependable? Do you feel with all due sincerity the seriousness of a manager's position?

As you rose from checker or salesman to manager did it mean more to you than just an increase in pay? Have you a feeling one might call the pride of possession toward the store that bears your name near the front turnstile? You should have! Because the destiny of that store is in your hands. You are the maker of its future. With the right kind of thinking you can put it and keep it on a paying basis. As you increase the value of your store you also increase your own value and that of those around you. It is said, "A man can be as big as he will let himself be." The truth of this statement is undeniable and it is a worthy motto for any one to adopt. A man must first make a success of himself—he will not fail in other undertakings.

How many of us have the courage to be the men we could? That is what it takes—courage that can not be undermined—courage to look the small, petty temptations of every-day life in the eye and pass on unaffected.

Our minds might, as an illustration, be likened to the vegetable garden. A garden carefully tended, kept free of the small weeds of destruction, will undoubtedly yield the best harvest of high-grade produce. Another, untended, will struggle in vain for supremacy. The result is inevitable—a garden of weeds.

And so, to be the man that we *can*, we must cultivate our minds.

I would like to use another illustration and recall to mind the old-fashioned small-

town square. From all directions you could find roads leading into it. That important square might represent the job of a store manager. Those roads are the many avenues of daily routine, so easily congested unless kept under strict observation by a clear, quick-thinking mind. And remember, it is almost impossible to get lost on a straight road. So keep your roads free of the little crooked turns that sometimes burn your bridges and make it impossible for you to retrace your steps and clear away the obstructions.

Let us touch for a moment one or two of the important things that should be kept constantly before our minds. One of these, a thing that means more than these words can possibly convey, to your company's present and future—your training of a new man. When he is brought into your store to be qualified for a position similar to yours, you are brought face to face with one of your biggest responsibilities. He is depending on you to help in laying the stones for his future's foundation. And the results of your training, be they good or bad, will cast back their reflection. First train in him a deep sense of appreciation and loyalty toward the company that employs the both of you. Show him the ladder placed before him and tell him how hard you are going to help him climb it. Win his respect as a leader. When he sees that you are in earnest, when he accepts the fact that you are a first-class store manager, he will strive to become like you—a point you should keep before you. Other men, new to the company, to its system, have their eyes upon you. Boys, willing to follow in your footsteps. For the sakes of all involved, point them in the right direction.

Another important feature: How many of you cultivate with all due patience that which means so much to your success—co-operation—the mightiest spoke in the wheel of progress? There is only one method that produces results—team work. Looking back upon your high school days, you can well remember the value of team work. The winning team on the basketball court or the baseball diamond. There was no quarreling or arguing. Each man in his place, each man dependable, ready to make his play at the right time. Always on

the job! Co-operation! The magic key to success. The man truly desirous of getting ahead is one who never resents being told how and when to do things. School does not end when we lay aside our arithmetic and spellers. But as long as we live we learn—provided we are willing. And most of us are willing to be told—in the right way.

It seems that any man working under the Safeway banner is far too intelligent to stand meekly by and take the old-fashioned "bawling out." A wise man once said, "If you want to *slow a man down*, bawl him out." Profit by those words. When a man under your direction makes a mistake, help him to rectify it by a frank man-to-man talk. Take the opportunity offered you and prove to him that you are sincerely interested in his progress. Nine times out of ten your reward will be gratitude—plus co-operation. And so, we have loyalty to our firm—courage to face the every-day life and the desire to obtain co-operation. Three things vital to our success. Let's go!—Mrs. I. M. INTERESTED, Kansas City district.

EDITOR'S NOTE: We should like very much to have your true name, "Mrs. Interested." We don't often publish anonymous contributions, but made an exception this time.

* * *

Pay'n Takit Wins Again

We are finding out that not only the grown-ups are interested in Safeway-Pay'n Takit, but that the younger generation realizes and values our reputation. During the latter part of the past school term a certain class in the public schools of Prescott worked out a project whereby they built a grocery store in one corner of their school room.



After the imitation fixtures were installed and the shelves had been stocked with the few items or substitutes for real grocery items that the students were able

to procure, the question arose as to what they should call their store. After some discussion and many suggestions it was deemed best to hold a vote on the subject. Then a number of names, among which was "Pay'n Takit," were placed before the class and each pupil was asked to designate his choice of a name for their store. When the votes were counted it was found that "Pay'n Takit" had won by a great majority. Accordingly the store was officially named "Pay'n Takit."

A little later the matter was brought to the attention of G. H. Braun, who is the manager of Safeway-Pay'n Takit store No. 7 of Prescott. To show his approval of the wise selection the youngsters had made in their choice of a name for their store, Mr. Braun sent to each member of the class a small box of animal crackers.

We are sure this little incident has put Pay'n Takit another step forward in Prescott, because, as you know, the boys and girls of today are the shoppers of tomorrow.

Tomorrow's Methods Today

A few years back we merchandised the same ideas and same thoughts day after day. Then came the chain stores, which revolutionized food distribution. This brought us to the merchandising of today. Time has gone on and is bringing other changes, changes that will benefit us if we have the foresight to see them. But it is up to us as individuals to benefit for ourselves.

It is necessary that we keep ahead of ourselves in thoughts and ideas that will benefit our organization and in turn we are benefiting ourselves. So tomorrow's methods put into action today, with iron-clad determination, is one line that is making us outstanding.—A. W. ARCHER, market supervisor, Bakersfield, Calif.

Personal Inventory

After an inventory we know how successful, in dollars and cents, we have been in the previous quarter. When digesting the report let us take an inventory of ourselves. This personal analysis, to be of any value, must be fair. We'll take all the credit due for the pleasing results that were obtained (no argument there), but let us also take responsibility for that which should have been accomplished, but wasn't. After placing the blame on ourselves—which is right—let us make use of that personal inventory of the past to advantage in the future.—R. J. TANNER, supervisor district No. 10, Meat Department, Los Angeles division.

It's the Man

Every normal man wants to succeed, not alone for the financial benefits involved, but also for the personal satisfaction that goes with it. It is the enlightened self-interest that is the great moving force in the world of practical affairs.

All too many men desire success eagerly enough in their own minds, but are not willing to pay the price for it. They want the great blessings to settle down upon them like the gentle dew from heaven, without any effort on their own part and without preparing themselves to carry it naturally and gracefully.

Assuming that a man has normal intelligence and health, I should say the outstanding requirements for success are personal integrity and reliability, organized and sustained energy, painstaking care, definite purpose and determination. These are old-fashioned qualities which always have and always will be the basic elements of success.

Personal integrity and reliability are first, because no man has character unless he is personally reliable. He must be honorable in his relations with all other men. In our business this includes the organization and the customers whom we serve. If we give daily proof of individual character in the service we render the public, there is nothing that can impede our progress as an organization or as individuals.

Another requirement is organized and sustained energy. Physical energy is absolutely necessary to success, because the required effort cannot be made without it. This energy must be organized and directed. A man must avoid wasting his time. He must proceed according to some well-defined plan. No hit-and-miss effort is ever of much value. The man who works his head off one day, and lies down on his effort the next, is only fooling himself. Steady effort, day after day, applied in a definite direction and for a given purpose cannot fail to produce results.

A man must have a definite purpose in life and a fixed determination. Without this he goes on aimlessly and blindly. He has no goal. The will to win is so essential in the battle of life that it is impossible to determine its importance.

You will find in every man who succeeds a steady determination and unconquerable spirit. It's the man and not the job. Take stock of yourself and fit some of these requirements into your daily work and make yourself succeed.—J. B. SPINDLE, manager market No. 1092, San Francisco, Calif.

The Way to Succeed

The man who will succeed is the one who refuses to quit. He is on his way to success the very minute he starts trying with a determination to keep trying in spite of setbacks which he will, no doubt, encounter. His true character and make-up are shown by his determination, willingness and enthusiasm—or lack of them—to keep going, trying ever so much harder for the attainment of a certain goal which he has placed in his imagination. Then, when he has reached that particular goal, he does not quit and say, "Well, that's good enough." He goes on even harder and better just for the sake of more accomplishment.

A truly successful man will keep this question constantly before himself: "How much good is the rest of the world getting out of what I am trying to do?" True it is that we are mostly concerned about our own welfare. However, we can do our bit for the other fellow by doing our duty, and our best, and by so doing set the example for the fellow who lags along, which will make him help himself.

We are in charge of a market for a big, wonderful company which has for part of its foundation the above named principles, and if we keep trying to improve ourselves for the job just above us we are beginning to be successful. It is plain to be seen that there is plenty of room just ahead for us when we have finished making ourselves worthy of that place by improving our ability to that extent. The investment is very small, and the dividend very large, for a man who wishes to make the grade by merely investing his natural assets which consist of willingness to learn and to do and to be the master of each situation as it presents itself.

Time to start: Now.

Where to start: Wherever you happen to be.

How to start: Get on top of your job, just following a steady and even routine, keeping on the line which is set for us by the heads of the organization, who certainly know their business, and doing a little more each day than is expected of us.

Thank you.—Market No. 176, Los Angeles division.

Impressions That Are Lasting

I sometimes wonder if, with our rapid program of expansion in opening new units, we do not lose sight of one of the most important things in the first day's contact with the patrons who come to our openings

—that is, the impression they take away with them of our personnel in the particular store or market.

I have often heard a salesman say he or she was surely an old crab. She might have been a little harder to please than lots of others, but don't ever lose sight of the fact that this same person was also taking your measure at the same time, and the impression she took away with her will mean whether or not she will care to return.

If we treat our customers as we have been taught, in the Safeway manner, of making them feel as we have been taught and that it is a pleasure to serve them, we will have left an impression that is bound to spell success for our store or market. First impressions are lasting.

A clean gown and apron, a clean shave and a pleasant smile will help to make that impression a good one.—M. GLASS, supervisor district No. 7, Los Angeles, Calif.

New Creamery Executive

Announcement has been made of the selection of C. L. Smith, formerly superintendent of the San Francisco plant of the National Ice Cream Co., as superintendent of production of our creamery in Los Angeles.



C. L. Smith

Mr. Smith will have charge of the newly erected plant in that city, which will manufacture ice cream and handle dairy products for Safeway and Piggly Wiggly stores in Southern California. He has had years of experience in the dairy products field and we are glad to welcome him into our organization.

Small Details

Fellows, I have often wondered how many of us have taken inventory of ourselves, and the thought has come into my mind, "What is holding us back?" We take mental inventory the same way we take inventory in the store or market. All we see are the big things. The small details we miss because they are small. Always remember that your report is no better than the inventory you take. The looks of your store or market show the care that you give to the small things. Many dollars are lost every day in our stores and markets because

we fail to do it now. Some small detail which, because it is small, we put it off, and put it off, until it is too late—and then, oh well, it is only a nickel or only a dime, and into the scrap can or out the back door it goes. "Only a nickel!" Yes, but it means the margin of profit on the next dollar's worth of merchandise that you sell.

We are so busy taking care of the big things that these small details which we neglect often mean the difference between the red and black figures at the end of the period.

Many a battle has been lost, many a game has been lost, too many merchants have had to close their doors, because of inattention to small details. They have lost their customers, and therefore their means of making a profit.

Fellows, let us watch ourselves in the small things and the big ones will take care of themselves, because they obtrude and will not be put off, and we will find that greater success is ours by doing so.—F. C. MARTIN, district No. 1, Pasadena, Calif.

Bakersfield Wins Mayonnaise Contest

The Best Foods mayonnaise contest held in Southern California was concluded on May 31. This contest was based on the greatest percentage of sales for the month of May on Best Foods mayonnaise, relish spread and Thousand Island dressing.

Bakersfield (district No. 28) won this contest by a margin of 20 per cent over its nearest competitor. W. H. McKay, district manager, received a prize of \$50.00 and other prizes were awarded as follows:

Store No. 319—1st prize, \$15.00.
Store No. 326—2nd prize, \$10.00.
Store No. 317—3rd prize, \$5.00.
Store No. 307—4th prize, \$5.00.
Store No. 304—5th prize, \$5.00.

Of Interest

Out of the old and into the new, is easier said than done. This moving surely takes a lot of long hours and hard work, but it is worth the effort. We fellows of store No. 98 are the happiest bunch you ever heard of or read about.

We want to thank all the fellows who gave us a hand, and the whole organization for our new store. It is a beauty and we surely appreciate it.

Now, fellows, look out for No. 98. With this large new store "the sky is the limit."
—L. J. TAYLOR, manager store No. 98, Roseville, Calif.

Safeway Folks Help Dedicate Bridge

MRS. BESSIE ROBINSON, of the Arizona Grocery Co. office at Phoenix, accompanied by her husband and a party of friends, was a visitor at the ceremony when the Grand Canyon bridge at the location of the old Lee's Ferry, across the Colorado River, was officially dedicated on June 14th. Among the notable speakers of the day were the Governors of Arizona, Utah and New Mexico. It was estimated that

more than seven thousand people attended the ceremony of dedication of this bridge, which is reputed to be the second highest structure of its kind in the world. It is an interstate bridge, providing a connecting

View of the Colorado River, a short distance from the Grand Canyon Bridge.



View of the Grand Canyon Bridge.

link between the states of Arizona and Utah.

Following the dedication program on the 14th, Mrs. Robinson and party enjoyed a few days visiting other various points of interest in that part of the state before returning to Phoenix.

Best Foods Mayonnaise Contest

DURING the month of May Safeway Stores, Southern California division, had a mayonnaise contest with \$1000 in cash paid by Best Foods, Inc., to the leading stores in each district, and to the three district managers whose districts made the best showing.

After a great deal of friendly rivalry between the districts and between the stores in each district, during which rivalry Safeway stores of Southern California showed their real salesmanship, the returns from the contest were received and figured.

We are congratulating District Manager McKay of the Bakersfield district upon

winning the first district prize, as his district sold by far the most mayonnaise per dollar of sales of any of our Southern California districts.

L. E. Warthen, district No. 17, of Los Angeles, and W. O. Brigham, district No. 1, Pasadena, are also to be complimented on the fact that their districts were second and third best, respectively.

The accompanying pictures of mayonnaise displays from three of our stores are representative of the type of mammoth display used in all our stores during this contest.

Safeway Mayonnaise Contest

SOUTHERN CALIFORNIA





The Social Side of Safeway



A Dinner for the Victors

A few weeks ago the Southern California division of Safeway Stores held a sales contest — staged between Safeway and Piggly Wiggly divisions—in which the Piggly Wiggly division was the victor. On Thursday evening, June 20, Safeway Stores as loser in this contest, gave a dinner and dance to their Piggly Wiggly fellow workers at the Oakmont Country Club.

After the very delightful dinner, Edward Dale, whom we all enjoy listening to, spoke briefly in congratulation of the Piggly Wiggly division—the “victorious victors” (Mr. DeNault’s phrase, I believe). Next Mr. DeNault said a few words, and then Mr. Cook, head of our Candy Department, presented to our guests a mammoth box of candy—which, needless to say, we all enjoyed during the evening. A few words followed from Mr. Burns, Mr. Pringle, Mr. Bruce and one or two others who reluctantly got to their feet—and then the tables were cleared and the real business of the evening—the dancing—began.

The feature of the evening, aside from the dancing which we one and all enjoyed, was the presentation of the baskets—one for each of our ladies—presented to her by the lucky gentleman who had her number and letter for her.

These baskets were very attractively painted, packed with attractive grocery items and candy—wrapped in amber cellophane paper and tied with large red bows, and were very much appreciated by all the ladies present.

After an evening of good times and good fellowship, the orchestra played “Home, Sweet Home”—all too soon for most of the guests—and the party broke up.

Weinie Roast

’Twas the night of June 4, when all through the sky not a star could be seen on account of the clouds. At 8:00 o’clock sharp the drizzle did begin, but what is a drizzle to thirteen Safeway boosters? Off we went to the mountains. We found a shelter house built for weinie roasts, to be used on one of the days when the sun doesn’t shine.

Oh me, oh my! The good things we had to eat! It wouldn’t be fair for me to tell you all we had because that would never do. It would make your mouth water.

Mr. and Mrs. Klinghamer, Mr. and Mrs. Wilson, Mr. and Mrs. Peterson, E. E. Bishop, Miss Ann Cherry, Miss Phoebe Cherry, Miss Ruth Shanley and Miss Margaret Schwain, accompanied by their boy friends, will testify that we had enough to feed a regiment. The creek was our refrigerator and cooled our ginger ale and watermelons.

Mr. Wilson, our supervisor, kept the gloom away by cracking jokes. By 11:15 P. M. we had devoured all we possibly could, so we piled into the autos and back we came to Denver.

It certainly is good to get away from office cares and household duties and enjoy the friendship and fellowship of the whole group.—MRS. MELVIN C. PETERSON, wife of Denver bookkeeper.

Bridge Party

Alice Bonney was hostess to the Denver office girls at an evening bridge party at her home on South Logan street, Thursday, June 27. Miss Larry Cherry of Butte, Mont., who is visiting with her sisters, Phoebe and Ann Cherry of this city, was guest of honor. Other guests were Mildred Smith, Ruth Shanley, Margaret Schwain, Phoebe and Ann Cherry, Bethel Walden, Mable Smith, Mrs. E. B. Horton and Betty Bonney.

It was a wonderful party and society ladies haven’t a thing on us when it comes to playing bridge. Some of us, we’ll have to admit, don’t play the game like professionals, but we were just as happy as though we did, and after all, bridge with us is a side line with which to amuse ourselves when some one with a lot of pep has a party.

Birthday Party

Mrs. J. L. Heathcote of Medford, Ore., was hostess at a birthday party given June 26, in honor of Mr. Heathcote. Five hundred furnished the evening’s diversion.

Prizes were awarded to Mrs. H. S. Tucker and A. G. Anderson, who held the two high scores, and Mrs. Anderson and G. M. Mangan for low.

Mrs. Tucker assisted the hostess in serving a luncheon to the guests after the game.

* * *

Safeway Card Club

On the evening of June 6 Hiram Walker and Z. A. Williams entertained the Safeway Card Club at the home of Mr. and Mrs. S. D. Breeze in Reno. The usual games of five hundred were played, after which delicious refreshments were served, with the assistance of several of the ladies.

Mrs. T. C. Mathews made the high score for the ladies and Mrs. L. C. Black, second. Ben Wride had high score for the men and T. C. Mathews second. Mr. Walker and Mr. Williams proved to the satisfaction of every one present that men (at least some) are "right there" when it comes to giving parties, as these two surely were the perfect hosts. Probably they heaved sighs of relief when it was all over, but every one had a good time, if noise and laughter count for anything.

* * *

Card Party

On June 12 Mesdames L. C. Black, R. C. Hooker and S. D. Breeze entertained with a luncheon and card party, complimenting Mrs. A. D. Crofut and Mrs. W. H. Jackson. Mr. and Mrs. Crofut and family are moving to Fallon, Nev., and

Mrs. Jackson is visiting her sister-in-law, Mrs. Breeze.

The party was held at the home of Mrs. R. C. Hooker in Reno, Nev. After a delicious luncheon, games of five hundred were played, Mrs. L. Arata receiving high score and Mrs. L. E. Plumm second prize. Mrs. Crofut and Mrs. Jackson were presented with lovely guest prizes. Friends of several of the Safeway ladies were also present. Every one had such a good time that the afternoon passed all too quickly.

* * *

Shower for Bride-Elect

On the evening of June 12 the girls from the Oakland Safeway office gathered at the home of Miss Marian Smart, the purpose of the evening being a surprise shower for Miss Phyllis Jones. Phyllis is to be one of the Safeway brides of the summer months.

The hours were pleasantly spent playing "Cootie," amid much laughing and talking. Marian served lovely refreshments—daintily cut sandwiches, coffee, cookies and ice cream molded in the shape of love birds. Every one voted the evening a complete success and departed wishing Phyllis lifelong happiness.

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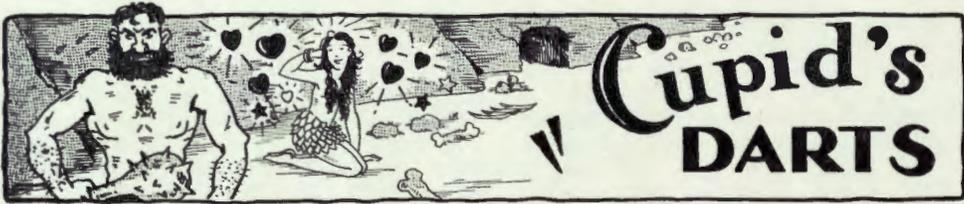
LUCKY COINCIDENCE

Motorist (held up for speeding): "I was hurrying up town to see my solicitor."

Traffic Cop (writing his ticket): "Well, you'll have some more news for him now."
—*London Humorist.*



Here is a belated picture of the party held by Lincoln district on May 4. (See June Uno Animo for details.)



June! Romance! Weddings!

The Rose Bakeries division of Safeway Stores in Oakland seems to have a little fellow named Dan Cupid working for it who has been causing all kinds of trouble of the heart. So serious is it that some say it is liable to spread throughout the entire plant. At present Dan has only affected the sales force, mainly the feminine bachelors who had often said little Dan could never bother them. But D. Cupid has his own methods and now many are suffering from a very contagious disease of the heart. The following is the list of those who succumbed:

Miss A. Hart of store No. 4 is the bride of Roy Pitkins, a Piggly Wiggly truck driver. Miss G. Helbush of store "D" married Guy Naismith, while some say they have seen the little fellow, Dan, standing mischievously in the front door of store No. 88, looking at the sparkling diamond on Mrs. E. Bates' left hand, although Mrs. Bates refuses to say anything definite.

Mrs. Jessie Chiappetto of store No. 38, Alameda, is also a victim of Dan's pranks and will soon be married.

Each bride is presented with a large, beautifully decorated wedding cake by the company and wished the best of happiness. —MARY JANE DANIELSON.

* * *

Fort Worth Hears Wedding Bells

To be really truthful about the matter, ye associate editor was beginning to worry that Fort Worth had failed to contribute to this department since becoming a part of the Safeway family, and in desperation had about decided to hunt up some nice young man and propose to him, when out of clear sky wedding bells began to ring in the neighborhood of store No. 15 and we learned that on the 26th day of May Cupid shot an arrow straight through the heart of Manager Oscie Allman. The lucky young miss holding the corresponding arrow (Cupid shoots them in pairs, we understand) was Miss India Mae Hill of Cleburne, Tex.

Then, along about June 9, there came a report that two more victims had fallen under the deadly arrows of Master Cupid,

this time taking Melvin Turner, checker at store No. 4, who had persuaded Miss Gladys Courtney of this city that he was the right man.

D. N. Riffe, checker at No. 14, was also numbered among Cupid's victims of June 9, bringing from McKinney, Tex., Miss Betty Nelson to keep the home fires burning, darn his socks, etc.

We are very glad to welcome these new co-members into the jolly Safeway family and wish them every happiness. While we appreciate very much the favor they rendered in helping us "make" this page, we have a faint suspicion that they didn't do it for that reason at all. Reckon?

* * *

Two Victims of Cupid

Harry Judson, manager store No. 425, La Mesa, Calif., is one of the victims. The writer does not know the young lady's name or the date—in fact we'll have to admit we fell down on this job. We all join in wishing this couple success and happiness.

Now for the other one. Russell Green of the San Diego office force and Miss Marian McArthur were married June 8. From what we managed to get out of Russell, he had quite a time finding a minister, but finally located one who tied the fatal knot. Russell has been married two whole weeks, so now he considers himself an old married man. Congratulations.

* * *

Weddings in Salt Lake District

Cecil James, salesman at store No. 232, Salt Lake City, was married last week. June—that's the month. Congratulations, and we all are wishing you much success and happiness.

Mr. Stephens of store No. 232 also was married recently. What did you fellows do out there? Anyway, congratulations, Mr. and Mrs. Stephens.

Did the office force celebrate? Oh, boy! All because L. R. Giles of store No. 32, Richfield, took the fatal step of marriage. Faithful to all old customs, he brought us the candy and cigars. Thanks, Mr. Giles. We wish you all the happiness and success in the world.—Salt Lake Office.

Another Score for Dan Cupid

Dan Cupid at last has ventured to set foot in the Enid district. D. D. Roberts, salesman at store No. 1202, had been acting rather queer and was inquiring just a little too much about the cost of rent, water, light, etc., and all the other necessities that

are required for successful housekeeping, and when he left the store one day about noon and didn't come back, we knew what was up.

The Enid district wishes you just heaps and heaps of happiness, and hopes that you will continue to patronize Safeway.

"Tunin' 'Em Up"

By T. R. TOWNE, Manager store No. 130, Sacramento, Calif.



REMEMBER when the cat died, when you were about knee high—that "gone" feeling you had? Well, that is about the feeling a manager has when the supervisor says, "We are sending you out a new man in the morning. Send Mr. Topman down to store No. 5001. He is going to be the manager." Then you start to wonder whether you have done all you could by your man to develop him into a real store executive.

You remember back about a year, maybe, to the time you first met Mr. Topman. He wasn't the keen, wide-awake merchant you are sending down to store No. 5001. He was a big, good-natured, overgrown kid, just in from the farm. You got him an apron (or maybe a smock) and started him in cleaning up that awful mess in the back room. You know how it will accumulate once in a while when you have made a 285-point gain over the week before, and one of your men has been out sick! Before you know it, the back room looks keen, and then in comes that load of freight you had been wanting. How that fellow could handle cases! He didn't need to be told where to put things—just seemed to find a

place for everything. Then he told you he used to work once in a while Saturdays at his uncle's store helping out. About that time you get the afternoon rush and so don't get a chance to talk to your new man until after closing time.

He doesn't seem to be in any hurry, so you talk to him and tell him what you expect of him. You end with, "Now if there is anything you want to know, just ask." Little do you realize what you are getting yourself into. The next day it comes: "What's the difference between sago and tapioca?" "Why do they split peas?" More questions than your kid brother could ask. You know it is up to the manager to answer every question a new man asks. If not, why not? Once in a while you have to go down to the Public Library to peek into the Grocer's Encyclopedia when that new man wants to know something. You rather like your new man—get rather keen about him—and he likes you. Ideal store spirit you would call that. You can't get anywhere without it. It surely pays the manager to get close to his men, for they are the backbone of his store and of the organization.

As time goes on, you show your man about the paper work, all the details, and explain how important they are and why they should be done just so. In fact, you have spent hours and hours with this man in order to develop him personally so that when he is given a store you know he will make it go. As our organization becomes larger, it is falling more and more to the unit managers to supply well-trained men to develop larger fields. This is a large order and every one should be on his toes to help the new men help themselves.



Store No. 17, Los Angeles, Welcomes Shriners. Manager Weinberger (center of picture) and sales force—as costumed for the recent convention of the order in that city.



Store No. 326, Taft, California, showing displays for Heinz Week. During this week district No. 28 sold approximately one carload of Heinz ketchup. Mr. Potts, market manager, shown in the picture, as well as all market managers, were of great assistance in helping to dispose of this ketchup. From left to right: W. J. Waldon, store manager; R. F. Reynolds and J. K. Frey, salesmen, and Wm. M. Potts, market manager.

Suggestions and Comment

Hints on Increasing Volume

Every business, large or small, is constantly striving to increase its volume. To reach this goal, chain stores are dependent upon the sales ability of their operators.

Proper approach and better methods of suggestion must be constantly studied in order to gain the customers' interest and to be of help to them.

The successful operator knows his customers, their whims and the most effective manner of gaining their interest.

The daily feature, then, is a positive means of gaining more volume and more satisfied customers.

Select a different item each day as an added feature, get behind it; suggest it to each customer; make it a real money saver by virtue of its quality. Soon the volume will begin to climb and there will be no dead merchandise to worry about.—WALTER A. KELEHER, supervisor district No. 8, Los Angeles division.

* * *

Know the Customers

Every meat merchant is faced with three problems—first, ordering the right meat and the amount; second, making the best use of money invested, and third, winning new customers and retaining the old customers.

Many men when buying or ordering goods overlook the fact that they are buying, not for themselves or market, but for the customers. In order to make a profit, buy and sell profitable merchandise. If the customers want the best, buy it even though it would seem more profitable to buy the cheaper grades.

If the neighborhood happens to be one where the customers are of more economical turn and want cheaper cuts, it again proves the only way to solve the market manager's problems is to know the customers and buy what they want, regardless of how much they know about meat.

Money is another problem. The money in the cash register will be well guarded, but the money made in satisfying customers is often overlooked.—EARL NEFF, supervisor district No. 5, Los Angeles meat department.

Summer Suggestions for Markets

Double the amount of care and attention must be given a market during the summer months:

1. Seasonable merchandise attractively and prominently displayed frequently offers helpful suggestions to the puzzled housewife.
2. We should always endeavor to increase each sale by the suggestion of other merchandise. For instance, when a purchase of meat is made for dinner, appropriate items should be mentioned for breakfast or luncheon.
3. Make *Service* a watchword. Be courteous, make a special effort to please and never dispute a customer's word. Keep a watchful eye on the counter, whether working at the grinder, slicer or in the cooler, as many sales are lost from possible customers through lack of prompt counter service.

Packages should be neatly wrapped to prevent grease or stains coming through the wrapper and possibly soiling a garment. If the contents of a package are neatly arranged to give an appetizing appearance when opened, your customer will retain a very favorable impression of both you and your market and will undoubtedly go out of his way to get this service, which you can render with no more effort involved than that expended in wrapping a package carelessly.

If the same amount of thought and time spent in worrying over competitive business were utilized in constructive ideas and initiative to secure additional business for your market, the results would be very satisfying.

Let's take the sum (\$\$\$) out of summer.—J. W. GARVER, supervisor district No. 4, Riverside, California.

* * *

Tactful Suggestions

I was approached on the subject of whether we should make suggestions to the customers. The proper way of merchandising is to suggest other items, but it is a practice that requires careful handling.

We should wait until the customer has finished buying or when she is in doubt, but not while she is thinking of some other

article. So often the suggestions are carried so far as to bore the customer and a sale killed instead of being made.—A. C. RIGGS, supervisor district No. 9, Los Angeles division.

* * *

Enjoy Uno Animo

We boys of Piggly Wiggly store No. 41 always look forward to getting Uno Animo and think it is a wonderful magazine. As we have only recently joined the Safeway organization and have only had the opportunity to get a few issues, they have been especially interesting.

Our meat market manager is B. Ehrenfried and he is now a proud papa, having a three-month-old baby boy.

The following little poem may interest this great organization of ours:

YOU ARE THE ONE

You are the one who must decide
Whether to do better or fall behind;
You only can make up your mind
Whether you be a leader or just one of the crowd.

Whether you strive for the thing just ahead,
Or linger along as any one can—
You are the one who must decide.

—JIMMY CONN, manager Piggly Wiggly
Wiggly store No. 41, Oakland, Calif.

* * *

A braw Scot was visiting Niagara Falls in the company of an American friend. As they watched the great rush of water the latter said, "There's a story that if you throw a penny into the falls it will bring you luck." "Is that so?" said the Scot. He considered a moment and then asked hopefully, "Ha' ye a bit o' string?"

* * *

Mike was trying to pass an examination as poundkeeper. To the question of "What are rabies and what would you do for them?", Mike answered: "Rabies is Jew priests, and I wouldn't do a dam thing for 'em."

* * *

A SLIGHT ERROR

Fair Customer: "I'd like to try on that skirt over there."

Salesman: "I'm sorry, madam, but that is the lampshade."

The University of Oregon

SITUATED in the beautiful Willamette valley, the University of Oregon campus is one of the most picturesque in the West, with its green lawns, stately old oaks, and the green-banked mill race where students find canoeing a pleasant relaxation from their studies on bright spring afternoons and moonlight evenings.

The institution has grown since its founding in 1876 from a one-building school with a handful of students and a score of teachers, to one with over 3000 in its resident student body and many spacious buildings housing the 28 schools and departments. The professional schools include the school of journalism, recognized as one of the best in the United States; the schools of music, of law, of education, of sociology, of architecture and allied arts, of physical education and the school of business administration. In all of these the highest type of work is offered to the student. The medical school is situated in Portland, where work in large clinics and hospitals is afforded the students.

The college of literature, science and the arts includes work in all the cultural and classical branches such as English, history, mathematics, sciences, economics, Greek, Latin, Germanic and Romance languages,

philosophy and service courses in home economics, and mechanics and astronomy.

The school year is divided into four quarters, the three regular terms of the academic year and the summer sessions, held both in Eugene and in the extension division in Portland.

The university also maintains an extensive correspondence school, by which those who are unable to attend in residence may take college work, and may make up high school deficiencies.

Enrollment in the correspondence courses, in the medical school and in the extension division in Portland, and in the extension courses carried on in various cities near Eugene, brings the total well up to 6000.

In the Woman's building is housed one of the finest collections of Oriental fine arts in the country, donated to the university by Mrs. Murray Warner. It will be moved shortly into the new Fine Arts Museum, which is being built by gifts of money given by people throughout the entire state. It will be one of the most up-to-date and complete museums anywhere on the Coast.

The newer buildings on the campus are all constructed of a pleasing shade of red brick, trimmed in white, while the art building is in a charming Spanish style.

The University of Oregon, Eugene, Oregon Portland District

VIEW OF THE NEWER CAMPUS FROM THE WOMEN'S BUILDING. LEFT TO RIGHT: SUSAN CAMPBELL HALL, CONDON HALL, SCIENCE BUILDING, OREGON BUILDING, COMMERCE SCHOOL, AND THE LIBRARY.



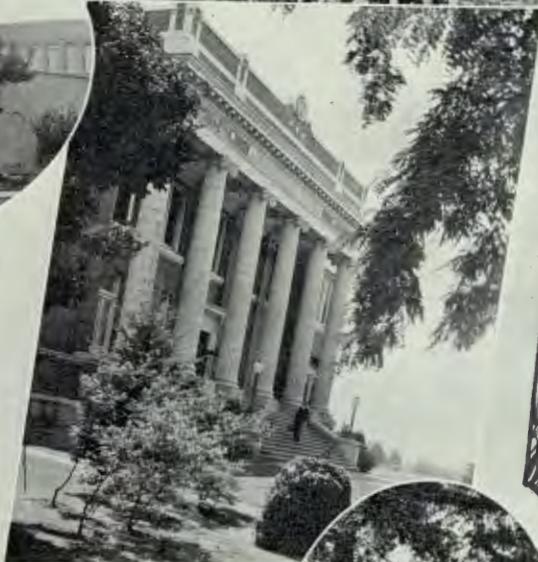
ART AND ARCHITECTURE BUILDING.

RIGHT: JOHNSON HALL, THE ADMINISTRATION BUILDING, WHICH ALSO CONTAINS THE GUILD THEATRE.



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BELOW: THE COMMERCE BUILDING, THE LIBRARY, AND, IN THE REAR, DEADY HALL, THE OLDEST STRUCTURE ON THE CAMPUS.



THE PIONEER, STURDY SPIRIT OF THE WEST, OVERLOOKING THE CAMPUS.

PHOTOS COURTESY J.R. DAY & KENNEL-ELLIS.

Albuquerque a Fascinating City

THE articles in recent numbers of *Uno Animo* which treat of Safeway becoming an international organization should be an inspiration to any one fortunate enough to be connected with this company. However, there is one district of our mighty and wide-spread group that can claim to be international within itself. That district is Albuquerque, and through the columns of *Uno Animo* we must tell our fellow Safewayites of the stores which serve the representatives of five races.

Albuquerque is a fascinating city, a city of old-world charm and romance. It is the real gateway to the Indian country. On the streets of Albuquerque you will see ancient wooden wagons and the last word in motor cars. You will see Indians in native costume and fashionable people in modern dress.

Founded in 1704 and named for a viceroy of Old Spain, Albuquerque is one of the most picturesque and ancient cities of the Southwest. This section was first visited in 1540 by Hernando de Alvarado, a lieutenant under Coronado. Later the Spanish conquistadores came and in 1704, under the monarch of Spain, King Philip, "San Felipe de Albuquerque" was named. Later the "San Felipe" was dropped and now this early Spanish villa is often called "the Duke City."

Two hours from Albuquerque, over a fine road, is the Rim Drive to the crest of the Sandias, 11,000 feet above the sea. Old Santa Fe is the same distance. The wooded Jemes, the Pecos country, the Gran Quivera, and Carlsbad Caverns are all within easy reach. One may drive to any one of a dozen Indian pueblos. You may visit cliff ruins whose age is still debated, perhaps the first residences of the ancestors of the Indians. You may drive to Acoma, the city in the sky, and marvel at the endurance and human ingenuity which dragged the material for building up 600 feet of sheer cliff.

Then there is Santa Fe (the city of the holy faith.) Nestling beneath the rugged peaks of the Sangre de Cristo mountains lies the ancient and historic state capital. Right at the doors of this wonder city are 20,000 cliff dwellings with their prehistoric remains and mysterious legends carved in the rocks. Santa Fe is the Mecca of the artist, the student, the historian and the traveler. There stands the oldest house and

the oldest church on American soil. The Palace of the Governors has seen the ruler of Spain, Pueblo Indians, Spain again, then Mexican, and lastly Americans hold sway and rule an enormous empire.

These interesting Mexican and Indian villages are tributaries to Safeway's business in New Mexico. Many an old senora has driven two bony horses, hitched to a rickety wagon, to buy groceries at Safeway for a big fiesta.

On Saturdays and "dias de fiesta" our stores take on a gala appearance. Blanketed Navajos in from the reservation, gayly dressed Mexicans and stately Pullman porters make the Safeway stores look like an international carnival. In the country store of Belen the majority of customers drive up to the store with horses and wagons. It is not unusual there to do business for half a day at a time without speaking a word of English. We talk Spanish so much we sometimes wonder if we are in the United States or Mexico.

There is true romance and never monotony in the daily routine when one can do business with so many different and interesting people. One thing we all realize is that human nature is much the same, no matter what color of skin an individual has or what language he speaks. Therein lies Safeway's success in future expansion. Courtesy, friendliness and service are acceptable the world over.

I, for one, would like to run a store beneath the sunny skies of Spain. To see the glamour of a typical Safeway Saturday in a land of orange blossoms and olives. Each of you must have your goal with Safeway too. What sounds absurd today will be a reality tomorrow. Let's all work for a bigger, greater, universal Safeway.—RALPH LORAH, manager store No. 956, Belen, N. M.

BUDDING EINSTEIN

"Can you spell cat," we asked of the little Boston boy.

"Yes, sir, and I can do conic sections."—*Louisville Courier-Journal.*

* * *

ONE-TRACK MIND

Bernard Shaw has met Gene Tunney, but won't talk about him. Just ask him about Shaw, though."—*New York Evening Post.*

ALBUQUERQUE

The Cosmopolitan District



PEPPERS ON A TYPICAL INDIAN RESIDENCE



ABOVE: WRIGHT'S TRADING POST



PUEBLO OF ACOMA FROM BELOW



ACOMA PUEBLO "THE PUEBLO IN THE SKIES"



SODA DAM, JENEZ



CITY LIBRARY



RESIDENCE IN INDIAN ARCHITECTURE



Summer in Los Angeles



Jack Riley, champion long-distance swimmer of the City Playground Department life guards, now training at Exposition Park plunge, takes his nourishment each hour in the form of chocolate peanut bars, fed to him by his trainer, Lou Brecker, director of the plunge. This candy is a product of the General Food Products Co., a Safeway subsidiary.



Milk fresh from the dairy. Nothing equals this for service.

Grand Mesa

*Leading Recreational Area of the Rocky Mountain Region
Delightful Trip From Grand Junction, Colorado*

GRAND MESA, the world's largest flat-top mountain, is located in the Grand Mesa National Forest, which lies on the table land between the Colorado and Gunnison rivers in Western Colorado. This section offers more advantages, more charms and more scenic beauties than any other part of the state. In no other section can such varieties be found.

Splendid mountain highways have been built from the floors of the river valleys to the top of Grand Mesa, and a range in altitude of from 4500 to 10,500 feet may be traversed in less than three hours' time. The ascent may be made so rapidly that one may pick peaches in the valley orchards at noon and by 3 o'clock in the afternoon enjoy the summer sport of throwing snowballs from the rim of Grand Mesa.

The Grand Mesa National Forest, with its 650,000 acres of timber-covered mountains and mesas, its myriad of mountain lakes and its wonderful circle drives, camping sites and cozy resorts, offers attractions to every class of people from the tired business man to the ambitious mountain climber.

A hundred lakes and numerous streams, well stocked with trout, invite the followers of Isaac Walton to try their luck, and even the amateur with rod and fly can catch his limit here.

The national forests have for their objects the insurance of a perpetual supply of timber, the preservation of the forest cover, which regulates the flow of streams, and the use of all natural resources so as to make them of the greatest service to all.

The Grand Mesa National Forest is one of the most extensively used forests in the West. Fifty thousand cattle and 10,000 sheep fatten on the luxurious vegetation. Permits and easements have been issued for nearly 400 reservoirs. Other uses are lumbering, summer homes, camping, winter sports, mining and trout culture.

Undoubtedly the most interesting trip to this wonderful forest of mesas and lakes is through Grand Junction.

Leaving Grand Junction over U. S. Highway 40, an excellent hard-surfaced road stretches like a ribbon through miles of valley orchards with their background of modern homes, a section which has been aptly termed "The Garden of the Rockies."

A thirty-minute ride brings one to Palisade, a thriving little city whose surrounding territory produces more peaches than any other section in the state. Here erosion has carved out many spectacular buttes and palisades, and from these the town derives its name.

Leaving Palisade, the road winds up the canyon past the picturesque coal town of Cameo and leaves the river near where the mighty dam built by the U. S. Reclamation Service diverts the waters of the Colorado into the High Line Canal to furnish water for thousands of thirsty acres below. For nine miles the road follows Plateau Creek through a picturesque sandstone canyon. The highway is smooth and double tracked and remarkable in construction, as for miles it is cut out of solid rock. At 32 miles the highway leaves U. S. Highway 40 and one reaches Mesa, a town at the lower end of the wonderfully rich Plateau valley which extends for miles east to and beyond Collbran. From Mesa the real climb begins, as the highway swings south toward the Grand Mesa, the world's largest flat-top mountain.

The highway makes a steady climb on easy grades up the north side of Grand Mesa. Through groves of stately aspens it twists and turns, often coming out upon a promontory where, far below, may be seen winding canyons and bold escarpments with valleys between, checker-boarded with farms and orchards. When the aspens lose their charm, the scenery changes and the spruce and balsam appear. Here can be felt the cool breezes from the snow-capped mountains near by.

Following on a mile or two farther, the Mesa Lake group comes into view and invites a rest or a permanent camp. Mesa Lake proper lies just under the volcanic rim of Grand Mesa. A jumble of massive slide rock extends from the rim to the south shore and the opposite side is lined with spruce. The new highway, built by the Forest Service, swings around the lake, the waters of which are so clear that trout can easily be seen from the road as they dart and feed in their cool retreat. Those who desire the thrill of landing a real rainbow trout should try their luck in Lost Lake, which lies a short distance south of Mesa Lake. Many trout exceeding 10 pounds

have been caught there during the last year, the largest of which weighed 16 1-2 pounds and was 27 inches long.

Many summer home sites upon which cabins may be built have been laid out at Mesa Lake and may be leased from the Forest Service for from \$10 to \$15 per year.

A small resort hotel is operated here during the summer, and cottages, as well as horses and boats, may be rented at reasonable rates. A large group of lakes known as the Cottonwoods may be reached from Mesa Lake over a good seven-mile trail that winds through the rugged spruce timbered region under the rim. Here is to be found some of the best fishing on the Mesa.

Perhaps the call is too strong for the traveler to resist this alluring section, but the unexplored area beyond will probably exert a still greater appeal and soon he will be climbing the mighty rim of the Grand Mesa which towers above. Thousands of pounds of "TNT" were used by the Forest Service in blasting a road through the slide rock and basalt rim, which long held the forces of nature and men at bay and prevented the public from enjoying a spin over "The Roof Garden of the World." Two miles of climbing over an easy grade, portions of which are through solid rock, bring

the car to the rim, the goal that has been beckoning since the start from Grand Junction. The view afforded from the rim is beyond description.

Grand Mesa rises more than a mile above the level of the surrounding country and the land below is spread out like an enormous map. Far down the silvery Colorado may be seen winding its way through mountains of oil shale, sandstone canyons and fertile valley land. Battlement Mesa, to the north, has the appearance of a huge layer cake, and lying between it and the Grand Mesa the alfalfa fields of Plateau Valley make a broad green ribbon through the multi-colored hills. Spires of spruce, aisles of aspen and a vaulted ceiling of deepest blue all contribute to make this a masterpiece of the Great Architect.

The top of Grand Mesa has now been reached and a vast table land containing more than 50 square miles is spread out before you. Grass and flower-covered parks are interspersed with groves of spruce and aspen. Thousands of cattle fatten on the luxuriant grass and eliminate the danger of forest fires, besides furnishing revenue with which the Forest Service may extend its road and trail system. Wild life is abundant. Here is the natural home of the black-tail deer and the wapiti or elk. Black



Island Lake, Grand Mesa (Grand Mesa National Forest, Colorado), one of more than one hundred beautiful trout lakes. This remarkable forest has more lakes, streams and reservoirs than all other national forests combined.

bear fatten on the wild raspberries growing along the rim. The coyote and timber wolf take their toll from the grazing herds. Mallard and teal ducks nest in the lily-pad lakes, and the dusky grouse feed on the wild huckleberries in the Engleman spruce thickets. The flora is equally varied and all wild flowers common to the mountains of Colorado grow in abundance. Columbines are especially numerous.

A five-mile spin across the top of this gigantic table brings the traveler to the south rim, where he again holds his breath and gazes with awe at the vast scene disclosed. The Alexander Lake group, consisting of more than 17 mountain lakes, set like jewels in an emerald crown, lie just below.

A highway winds down the rocky rim skirting the north shore of Island Lake, the largest of the group. This lake is more than a mile in length and very deep.

Here many picturesque cabins have been erected and a public camp ground in a spruce grove, with shelter house and other conveniences, has been laid out by the Forest Service.

Next is Alexander Lake, upon the shores of which a splendid rustic hotel has been erected, enabling those who wish to travel "light" to secure all the comforts of home. A short distance below the Alexander Hotel a group of summer homes have been built on Baron Lake.

Days spent at the Alexander Lakes will never be dull. Each year the various lakes are stocked with rainbow, brook and native trout, and somewhere and some place the fish are always biting. Horses and boats may be procured at reasonable rates from either of the resorts. Dances are often held in the lobbies of the hotels. Nothing has been overlooked by nature in making this area ideal for recreation for those who wish to linger for only a day or two or for the more fortunate who can stay all summer.

The Grand Mesa National Forest, being under Government ownership, assures the world that no monopoly of these mountain attractions will ever be granted to any individual or group of individuals, and that the public needs will always be given first consideration, thus providing a permanent summer playground for all.

Many beautiful lakes, stocked with trout, are within walking distance from the Alexander group. Wild flowers grow in profusion and carpet the entire mountain top. Each trail leads the hiker to ever-changing scenes.

Leaving the Alexander Lakes, the traveler descends from the Mesa on a splendid state highway which winds down the mountain through timber peculiar to the different zones of Colorado—from the Engleman balsam type to the cedar of the foothills. At the edge of the cedars and 17 miles from the lakes lies the town of Cedar-edge, surrounded by orchards and rich farming lands. Here one of the finest fish hatcheries in the state is located and provides rainbow, brook and native trout for the mountain lakes on the Mesa.

A hard-surfaced road leads from Cedar-edge to Delta, the county seat of Delta county and the principal town of the Gunnison valley. Forty-six miles down the valley, over excellent highways, and the traveler is again at Grand Junction after finishing a circle trip never to be forgotten.

The Power of Concentration

In one of the great laboratories in Washington there is a great sun glass that measures three feet across. It is like the burning glass we used to treasure when we were boys, only much larger. This great glass gathers the rays of the sun that strike its curved surface and focuses them on a single point in a space of a few feet lower. That single point is hotter than a blow-torch. It will melt through steel plate as easily as a red-hot needle burns through paper.

This terrific heat—it cannot be measured for it melts all instruments—is just three feet of ordinary sunshine, concentrated on a single point. Scattered, these rays are hardly felt—perhaps just pleasantly warm; concentrated, they melt adamant.

The same principle applies to human endeavor. Scattered, a man's energies do not amount to much; once they are all focused on the task in hand, seemingly tremendous difficulties melt away like snow on a hot stove.

Get the habit of concentrating when you start to do a thing—throw on all the steam you have and focus everything on the task in hand. Remember that three feet of ordinary sunshine, concentrated, will burn through anything.—*Roger W. Babson in Forbes Magazine.*

THEY'RE NEXT

Diced potatoes for salad are now being put up by a Maine canner. Now all the essentials for a picnic are put up in cans, with the exception of ants.

SAN FRANCISCO DISTRICT

PAULINE WHITE, Associate Editor

DAVE KIMMEL, District Manager

OLIVE GOSS, Office Manager

M. S. CHRISTENSEN and S. L. KLBIN, Supervisors

J. P. O'LOUGHLIN, Buyer

Office Address: 1000 Brannan St., San Francisco, Calif.

STORE LOCATIONS AND MANAGERS

San Francisco, Calif.	
72.....H. N. Lavery	1073.....A. G. Hughes
74.....Joe Caldwell	1074.....R. A. White
122.....G. Penna	1075.....Q. Ritchey
1051.....T. S. Stevens	1078.....Jacob Birkland
1053.....Leo Hahn	1079.....Howard Fenton
1054.....C. A. Gustavson	1080.....John Herzog
1055.....A. M. Oberti	1081.....V. L. Reynolds
1056.....J. M. Hartshorn	1082.....B. M. Lewis
1057.....V. C. Eller	1083.....A. Johnson
1058.....A. R. Becker	1084.....S. T. Yingling
1059.....L. A. Manetsch	1085.....C. H. Kerr
1060.....V. Z. Barnes	1086.....M. F. Fleck
1061.....C. C. Clement	1087.....J. E. Nessi
1062.....E. W. Smith	1088.....Wm. Batey
1063.....G. P. Harris	1089.....J. J. Keolker
1064.....G. T. Pond	1090.....L. E. DeVroye
1065.....K. H. Stewart	1091.....G. P. Scott
1066.....J. R. Murray	1092.....A. B. Welday
1067.....L. M. Bell	Produce Dept.
1068.....M. Yaste	330 Drum..Angelo Micalizio
1069.....H. H. Bernard	Bakery Dept.
1070.....P. W. Canary	1000 Brannan..D.S. Robinson
1071.....H. E. Bursell	Burlingame, Calif.
1072.....D. C. Irving	1076.....R. L. Myers
	1077.....Paul T. Royston

MARKET LOCATIONS AND MANAGERS

WILLIAM BOLESWORTH, District Manager of Markets

J. E. FREEMAN, Market Supervisor

San Francisco, Calif.	
51.....R. Wright	1065.....R. L. Jennings
53.....M. Wiegner	1073.....B. Leahy
122.....Ed. Heanny	1074.....V. Davis
1051.....H. Facciolla	1083.....C. Fletcher
1053.....M. D. Boice	1085.....C. Billingsley
1054.....F. La Fortune	1087.....Wm. Wier
1056.....W. Richardson	1088.....J. Powers
1057.....F. Peterson	1089.....A. Edholm
1058.....G. Hennig	1090.....A. Faraone
1059.....G. Tillman	1091.....F. Granucci
1060.....Wm. English	1092.....J. B. Spindle
1064.....S. Switzer	Burlingame, Calif.
	1076.....Mr. Martin

Store and Personal News

Eda Smith, who has been with us since last fall, left to live in Santa Rosa on June 7. Miss Smith made many friends while in this district, and we sincerely regretted seeing her leave us.

Edith Tscharner, our new comptometer operator, started working on June 10. This is the second Tscharner girl we have, and I'm telling you they both rate ace high.

Fred Goss arrived home from the University of Southern California on June 8 to spend his summer vacation with his mother, Mrs. Olive Goss. If he studies at school anything like he is now working in the Western States warehouse, he ought to be hanging out his shingle by next spring.

We are sorry to report the death of Mrs. Lewis' mother on June 12 in Georgia. Mrs. Lewis is the wife of B. M. Lewis, manager of store No. 1082, in the Emporium Public Market, and they both have our sincere sympathy in their sad loss.

John Montalbano, of the Produce Department, entered the St. Francis Hospital on June 2 to undergo an operation for stomach trouble. The operation proved successful, and Mr. Montalbano expects to be out of the hospital and back to work soon.

Among the visitors to this district this month were Howard Fenton's mother and sister, Mrs. F. Fenton and Lois, from Goldendale, Wash. They arrived here on June 7 and spent a glorious two weeks here, seeing all of San Francisco that was possible, and left on June 23 to visit another son in San Diego before returning home.

R. L. Myers, manager of store No. 1076, Burlingame, enjoyed a very pleasant vacation at home, not even coming up to the office. This doesn't sound very exciting, but Bob says he feels fine anyway, and was all pepped up to start work again Monday morning.



Having seen the picture and heard much comment on our newest and most up-to-date store, Safeway No. 1089, you may possibly wonder what the personnel of this store looks like. So we herewith present a picture of the long and short of No. 1089. Karl Koenig, salesman, is the long, and Joe Keolker, manager, is the short.

G. P. Harris and his family spent their vacation by taking a trip down as far as San Diego. Maybe after inventory Mr. Harris will write us more about his trip.

Guy Penna of store No. 122 enjoyed a quiet week fishing in the Eel river, in Mendocino county. He didn't commit himself as to what success he had, but it couldn't have been so bad

or he wouldn't have felt as good as he did when he came back.

M. T. Francis and J. H. Gilbert acted as relief managers for the above men while they were away, and both are to be complimented on their excellent work.

Mrs. Goss and son, Fred, spent a very enjoyable week-end in Santa Cruz on June 14 to 16. We were sorry to think that it had to rain on Saturday, as this was the first time Mrs. Goss had been away from the office for nearly a year, but, despite the above mentioned fact, our office manager looked very much rested and was her usual cheery self again Monday morning.

Paul Canary, manager of store No. 1070, was away from work from May 30 to June 4 on account of a very sore foot, the result of a fall while stocking his high shelves. He says that his foot is fine now, but he can't afford to get too frisky or it gives him severe pain. This may be where your conscience is located, Paul.

We wish to congratulate C. C. Clement on his promotion from salesman at store No. 1081 to manager at No. 1061. Mr. Clement is a San Francisco district trained boy, and we expect big things from him.

* * *

CLEAN CUTS

(Compiled by Supervisor J. E. Freeman)

We have opened many new stores and markets the last few weeks. Market No. 1091, on 24th and Florida streets, had a wonderful opening. Frank Granucci is manager of this new market, and Frank is so pleased with himself that he reminds us of a baby with a stick of candy.

Frank is so enthusiastic about his market that he called the Printing Department and wanted to know if he could get a few extra handbills to distribute after work. Frank has for one of his customers his old sweetheart when he was in the old country. He still remembers the old barefoot days and we know now that he will never leave that market.

Another new market, No. 1092, opened on Ocean avenue on Wednesday, June 5, with J. B. Spindle in charge. Mr. Spindle has been manager at No. 1057 the past year. Jack liked his old market, but his health was failing, so he thought the ocean breeze would help him.

F. Peterson, salesman at No. 51, has taken charge of No. 1057. Mr. Peterson opened No. 1092 and liked the market very well, but he lives up on Mount Diablo and his wife was afraid he would be late for work, so he moved a few blocks nearer home. We know Mr. Peterson is going to show some of the older managers up in regard to running a meat market. Never mind, Pete, your wife may move close to your work some of these days.

The grocerymen have shown their whole card. They had a store all to themselves out on Balboa and Forty-first avenue, but now they want a little help from the Meat Department. Mr. Bolesworth has consented to give the boys a lift by

putting a market in the store. This store has moved across the street into a larger building. L. S. Tonelli has been placed in charge of market No. 1067, and he has proved himself to be worthy of the promotion. Mr. Tonelli is about the youngest manager we have and, due to the good training he had under "Bill" English at No. 1060, we know he will carry out "Bill's" good ideas.

M. Wiegner, manager of market No. 122, has been transferred to market No. 53, in the Emporium Market. Mr. Wiegner said that he likes to manure pigs' feet and take the bones out of the liver. Never mind, Mr. Wiegner, what the boys say about the pig tail stand. Just show them your bonus check at the end of the period.

Ed. Heaney, salesman under Mr. Wright at market No. 51, has been promoted to manager of market No. 122. Mr. Heaney was placed in charge of No. 51 while Ray Wright was on his vacation, and he handled that big market so efficiently that it won him his promotion.

S. A. Switzer has been transferred to market No. 1064 on Ocean avenue. Mr. Switzer has hinted several times that he would like to get a market out by the golf links. We could hardly understand his attitude, but we have found out that he is trying both morning and night to get into the Home Club. Sam, you know that is a hard old drive.

Bernard Leahy, manager of market No. 1073, was called to his home in Butte, Mont., by the death of his aunt, Mrs. J. Riley of that city. Mr. Leahy left Sunday morning to attend the funeral services. Mrs. Riley was the mother of M. Riley, salesman at market No. 1053. Mr. Riley will stay in Butte with his two younger sisters, who are attending high school in that city. We regret losing Dan, but our missions in life call us from far and near. The personnel of Safeway desire to express their sympathy in the loss of a loving mother and aunt.

We want to congratulate Mr. Facciolla on his promotion from salesman to market manager at No. 1051. Our customers are well pleased with Mr. Facciolla because he takes so much interest in their needs.

Edward Dale, vice-president of Safeway Stores, Inc., was a visitor on Friday, June 9. Mr. Bolesworth and Mr. Kimmel took our distinguished guest to several of our stores, and Mr. Dale was more than pleased with the new help-yourself system. This was the first time Mr. Dale had visited our district and we regret he did not stay longer. He was here to attend a chain store convention.

B. Leahy has had the honor of being the tallest man in our district. He has been looking down on us little fellows—but we now have a man Mr. Leahy will have to look up to. C. W. Sullens, salesman at market No. 1060, is six feet four inches tall. He is working with "Bill" English and they look like Mutt and Jeff.

Mr. Bolesworth is arranging plans to have a left-handed meat market installed. Wm. Weir, of market No. 1087, and E. McVerry of market No. 1085 are both "southpaws," and we are inclined to think that two of a kind would work

nically together. Ray Wright of market No. 51 thinks he would be better off if he had a south-paw down on the south end of his market. He said by so doing they could see the customers going and coming. Ray doesn't overlook anything.

J. Powers, another student of Mr. Wright, has been promoted to manager of market No. 1088. We congratulate Mr. Powers on the way he manages his market. He has had many years of experience in the meat business and he knows what it's all about.

It seems strange, but yet it's true, how we can tell when a fellow is in love. You can walk into market No. 1074 any time and see a loving smile on the manager's face. Love smiles seem to differ somewhat from other smiles. We expect to take down the receiver almost any day and hear a voice say, "I would like to get off for a week." How about this, Davis? Who is she?

C. Fletcher has been laboring under the belief that if he phoned in from his market he would be charged for a long distance call. Don't worry, Charley. There is another market opening out on the other side of you. I think it is located on one of those big breakers.

If the boys only knew what a nice little girl Miss Pauline White is, they would be sending in all kinds of contributions to our associate editor. Boys, contribute to Uno Animo!

C. H. Murphy, district manager of markets in Oakland, paid us a nice visit last week. We like to see Mr. Murphy come over, because he was the man who put the first markets in the San Francisco district. He always has a word of interest and encouragement for us all.

G. E. Tillman is known as the steady worker. You can walk into his market any time and see him busy as a bee. "Boys who work are the ones who get ahead"—so Mr. Tillman tells us.

The "Safeway Public Market," on Mission street, will soon be opened for business. Talk about your meat markets! Wait until you see this one! We will have visitors from all points of the compass here to get an eyeful—and they will get it, don't forget! We will have a picture of this market in the next Uno Animo for those of you who can not come here to see it. This meat market will be one of the best markets in the West. Thanking all of you for your co-operation.

YAKIMA DISTRICT
GOLDIE URQUHART, *Associate Editor*

- D. D. SEMRAU, *District Manager*
ANN BROWN, *Office Manager*
Postoffice Address: Box 284, Yakima, Wash.
- STORE LOCATIONS AND MANAGERS**
- | | |
|-----------------------|------------------------|
| 87.....R. B. Cavaness | 95.....F. L. Waters |
| 89.....C. D. Brownie | Prosser, Wash. |
| 219.....D. D. Laurent | 107.....W. R. Engle |
| 445.....C. L. Burrell | Cle Elum, Wash. |
| Ellensburg, Wash. | 179.....E. R. Salberg |
| 91.....W. E. Sears | Wapato, Wash. |
| Sunnyside, Wash. | 327.....R. R. Campbell |
| 93.....G. C. Johnson | Grandview, Wash. |
| | 447.....D. N. Smith |

Store and Personal News

After the long, cold spring we feel quite safe

in packing away our furs and flannels, for the report of the first vacation taken in our district came to the office this week, so "it won't be long now." Mr. Cavaness and family spent their vacation at American River. They did not report an exciting time but thoroughly enjoyed "just loafing."

Mr. and Mrs. Legas of the Western States Grocery, Seattle, paid us a short visit one day last week. Also, Stanly Wenner of Western States Grocery, Portland, dropped in to see us while on a hurried business trip to this city. He's still wearing that same big smile.

POCATELLO DISTRICT
B. P. GABLE, *Associate Editor*

- T. M. SWIGART, *District Manager*
HELEN CASE, *Office Manager*
B. P. GABLE, *Supervisor*
Office Address: P. O. Box 1267, Pocatello, Idaho
- STORE LOCATIONS AND MANAGERS**
- | | |
|------------------------|-----------------------|
| Pocatello, Idaho | 321.....C. C. Kuhn |
| 31.....F. L. Blomquist | American Falls, Idaho |
| 9.....A. E. Carpenter | 1.....C. B. McCurdy |
| 11.....R. L. Walker | Jerome, Idaho |
| 9.....L. Nichols | 105.....W. L. Walker |
| 11.....A. W. Ekstrand | Blackfoot, Idaho |
| 31.....E. S. Burnham | 3.....G. H. Hale |
| Twin Falls, Idaho | Rexburg, Idaho |
| 7.....L. C. Warner | 13.....R. W. Winter |
| Montpelier, Idaho | Rigby, Idaho |
| 157.....C. L. Thomas | 19.....C. L. Iden |
| Twin Falls, Idaho | Burley, Idaho |
| 147.....G. A. Thomas | 5.....W. G. Thomas |
| Rupert, Idaho | Buhl, Idaho |
| 27.....L. C. Burnham | 29.....S. M. Bower |
| Idaho Falls, Idaho | St. Anthony, Idaho |
| 63.....M. L. Searle | 15.....R. G. Woods |



Store and Personal News

We have been favored by the following visitors during the past few days: L. L. Skaggs, L. S. Skaggs, L. J. Skaggs, J. T. Young and W. R. Griswold. While their visits were very short, we are always glad to have them with us and trust they will all return again soon.

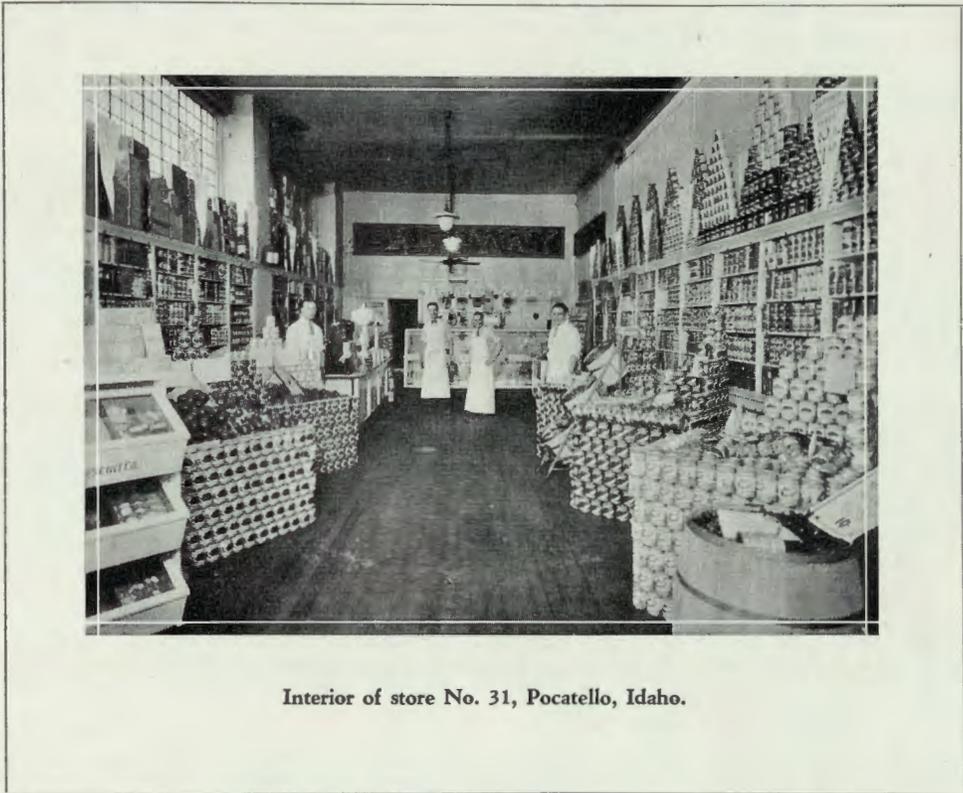
Mr. and Mrs. Gable have just returned from a trip through Yellowstone Park. We are very fortunate in being located so close to this beautiful wonderland and hope all the Safeway members and co-workers will have the opportunity of seeing this wonderland in the near future.

Parley Van Wagenen and family left for Lincoln, Nebraska, on June 18. We are all sorry to see Mr. Van Wagenen and family depart from our midst but they have the best wishes of the Pocatello district.

A. W. Ekstrand is taking over market No. 11 and we all wish him the best of success in his new venture.

Miss Ida Bistline, after spending six weeks with us, departed for parts unknown on June 23. Miss Bistline expects to be gone for some time but we are all looking forward to her return.

Our store No. 7, Twin Falls, has been moved into a new building across from our old location. Mr. Warner, manager of No. 7, is wearing quite a smile these days and is very proud of his new store.



Interior of store No. 31, Pocatello, Idaho.

EL PASO DISTRICT

MISS PAULINE HOLLAND, Associate Editor

R. L. JAMES, District Manager

GEO. W. SNIDER JR., Office Manager

FRANK ARMSTRONG, Market Supervisor

Office Address: P. O. Box 51, El Paso, Tex.

STORE LOCATIONS AND MANAGERS

El Paso, Tex.

- | | |
|-----------------------|--------------------------|
| 1.....W. W. Maxwell | 12.....A. M. Bonnell |
| 2.....H. Smith | 13.....E. E. Bickerstaff |
| 3.....Joe Cartledge | Fabens, Tex. |
| 4.....Ellis Price | 15.....B. E. Hodgden |
| 5.....Fred Wehrenberg | Deming, N. M. |
| 6.....Chas. Coor | 16.....O. G. Griffin |
| 7.....W. J. Fulbright | Alamogordo, N. M. |
| 8.....Omar Keith | 17.....Ralph Armstrong |
| 9.....R. F. Clark | Carlsbad, Tex. |
| 10.....C. R. Coatney | 18.....D. L. Wilson |
| 11.....Burr McKinney | Las Cruces, N. M. |
| | 19.....C. E. Neff |

MARKET LOCATIONS AND MANAGERS

El Paso, Tex.

- | | |
|-----------------------|---------------------|
| 1.....J. A. Glenn | 10.....J. J. Wiley |
| 3.....G. L. Abbott | 11.....C. C. Miser |
| 4.....V. J. Cox | 12.....Ed. Sandidge |
| 5.....B. J. Wells | 13.....Ben Virden |
| 6.....C. W. Parish | Fabens, Tex. |
| 7.....J. Q. McClellan | 15.....Rex Black |
| 9.....C. J. Cianin | Las Cruces, N. M. |
| | 19.....R. L. Brooks |

Store and Personal News

Saturday, June 22, another Safeway market was opened. This makes thirteen markets in our

district; however, we are not superstitious. This is market No. 10, with J. J. Wiley as manager.

Lamb and lunch meats have been featured in some of our week-end ads and they are going over big. We are talking quality and smiling, even though the temperature is hovering around 105 degrees. Our slogan in El Paso is, "Where Sunshine Spends the Winter," and we did not have any winter here this year.—F. ARMSTRONG, meat supervisor.

S. J. Pickens spent two days with us recently. We were surely glad to see him again, even if he did make several little remarks about our beautiful sunshine. You know, Mr. Pickens, it only stays this hot for a while, then it gets *hotter*. You know, we have a lot of wonderful things in El Paso to offset this heat and dryness—only 15 minutes to the wettest place in the world. Don't make your visits so few and far between.

Our new Safeway No. 10, which was opened June 22, is the most beautiful Spanish style store you ever saw, and we surely are proud of it. The manager is C. R. Coatney. J. J. Wiley is the meat manager.

El Paso district will soon have about six new outside stores. About July 15 we will have one in Silver City, New Mexico, and in Alpine and Marfa, Texas. In August we will have a new one in Roswell, New Mexico; Pecos, Texas, and Artesia, New Mexico. Watch us grow!

DALLAS DISTRICT

LULU BESS HELMS and WINNIE BRINSON,
Associate Editors

C. H. BARTLETT, *District Manager*
E. F. CONNOR, *Office Manager*

J. D. COULSON, C. COLTON, J. L. GRANTHAM

C. L. CRAFT, *Supervisors*

A. M. MOSHER, *Grocery Buyer*

W. A. GREENWELL, *Produce Buyer*

Office Address: 2209 Griffin St., Dallas, Tex.

STORE LOCATIONS AND MANAGERS

Dallas, Tex.	
1.....A. L. Rhodes	24.....J. B. Phillips
2.....J. E. Vanderburg	25.....J. O. Sparks
3.....J. L. Bell	26.....Roy L. Murdick
4.....C. A. Bristol	27.....J. A. Bozeman
5.....J. O. Henderson	28.....O. A. Knight
6.....E. H. Merrill	29.....C. L. Jordan
7.....E. E. McKeithen	30.....A. G. Morris
8.....Wm. L. Davis	31.....W. B. Bull
9.....Roy Dillishaw	32.....H. G. Alford
10.....J. C. Sparkman	33.....O. W. Love
11.....F. C. Jakob	34.....Knox Vaughn
12.....E. W. Morrow	35.....J. D. Nicholson
13.....J. W. Riffe	36.....T. H. McPherson
14.....B. K. Jarrett	37.....G. A. Bristol
15.....D. M. Majers	38.....M. G. Smith
16.....J. F. Freeman	39.....R. H. Ennis
17.....J. B. Jeffries	40.....J. B. Gordon
18.....L. E. Russell	41.....O. H. Shands
19.....H. C. Little	42.....D. E. Hardin
20.....H. T. Thompson	43.....H. G. Chaffin
21.....E. S. Rutherford	44.....A. W. Cato
22.....H. S. Jenkins	45.....W. V. Byrd
23.....A. C. Page	46.....H. D. Riffe
	47.....V. J. King

MARKET LOCATIONS AND MANAGERS

R. R. GILES, *Market Buyer*

J. C. LEDBETTER, *Market Supervisor*

1.....O. J. McCrary	24.....W. W. Bost
2.....John Tibbetts	25.....Roy Douglas
3.....T. E. Hooper	26.....Roy Honea
4.....Claude Summers	27.....H. A. Hogan
5.....Chas. Huddell	28.....C. C. Chambers
6.....O. L. Coats	29.....T. E. Davis
7.....L. Palermo	30.....R. B. Kooken
8.....G. W. Ball	31.....J. J. Brady
9.....Joe McKnight	32.....J. K. Ware
10.....J. E. Combs	33.....J. H. Sales
11.....R. N. Cloud	34.....R. Bertrand
12.....W. W. Ward	35.....C. M. Mallard
13.....Claude Garrett	36.....P. B. Sales
14.....B. C. Jenkins	37.....J. B. Koiner
15.....L. W. White	39.....J. W. Smith
16.....W. C. Dyches	40.....P. A. McGarvey
17.....J. A. Harris	41.....S. E. House
18.....C. C. Tinner	42.....George Cobb
19.....J. W. Moreland	43.....H. R. Collier
20.....J. R. Burns	44.....E. R. Baldwin
21.....Chas. Hodges	45.....L. H. Day
22.....M. C. Brisendine	46.....E. E. Strickland
23.....A. C. Fleming	47.....J. J. Ritch

Store and Personal News

H. G. Chaffin, checker at store No. 43, has been promoted to manager, having relieved J. W. Riffe, who was transferred to store No. 13.

V. J. King, manager of store No. 47, is relieving the supervisors while on their vacations. Mr. Grantham is the first to be away.

Miss Agnes Dorsa, comptometer operator, is spending her vacation in Oklahoma City. From all reports, she is having a very delightful time.

We are sorry to report that Mrs. E. F. Conner, wife of our office manager, has been very ill at Baylor Hospital but is very much improved. Mrs. J. C. Sparkman, wife of the manager at

store No. 10, is also in Baylor Hospital and is improving rapidly.

T. E. Hurt spent a few days in the Dallas office recently. Mr. Hurt is working out of the Dallas office among the new stores being opened up in this district.

The first Safeway store to be opened in the Dallas district was at Terrell, Tex., on Saturday, June 15. J. H. Wright, a special representative of Safeway Stores, Inc., who is a veteran chain store man and who has attended many such openings, reports that he has never seen a more successful one. Every one expressed gratification at having such a good assortment of merchandise and such a clean and beautiful store. Among those present at the opening was B. A. Ayres, Fort Worth; C. H. Bartlett, J. H. Wright and T. E. Hurt of Dallas.

* * *

WHOLESALE AND RETAIL CONFERENCE

To work out a definite merchandising program and determine what brands shall be handled during the coming season in the Texas area, an all-day conference of Safeway and Western States executives was held on Sunday, June 16. The meeting was in the Dallas office of the Western States Grocery Company.

Every phase of the contact between our retail and wholesale operations was thoroughly discussed and agreed upon. The benefits of this conference will surely be evident in our future business in Texas.

Safeway men in attendance were Messrs. Bird, Kansas City; Ayres and Witt, Ft. Worth; Thomson, San Angelo; Behringer, Abilene; Goodman and Lunsford, Waco; Sanders, Bartlett, Mosher and Hurt, Dallas, and Quinn, Oklahoma City.

Western States was represented by Messrs. Yates, Waco; Cummings, Hillsboro; Freeman, Ft. Worth; Wagner, Jett, Lake, Bradshaw and Grant, Dallas.

ENID DISTRICT

JOAN ADAMS, *Associate Editor*

JACK BARRETT, *District Manager*

A. G. MARIACHER, *Office Manager*

Office Address: 305 Masonic Temple Building

STORE LOCATIONS AND MANAGERS

1200.....Fred Seal	1207.....Hennessey, Okla.
1201.....O. V. Farnsworth	1207.....J. M. Windust
1202.....S. Ford	1208.....El Reno, Okla.
1205.....T. W. Sargent	1208.....G. M. McCann
1203.....Cherokee, Okla.	1209.....Watonga, Okla.
1203.....E. C. Craig	1209.....C. W. Ross
1204.....Perry, Okla.	1210.....Pawnee, Okla.
1204.....C. L. Vance	1210.....S. Howard
1206.....Kingfisher, Okla.	1211.....Weatherford, Okla.
1206.....G. J. Housley	1211.....W. K. Jensen

Store and Personal News

VACATION TIME

Mr. Mariacher, our office manager, took his long-awaited vacation last month. He journeyed back to Denver, his home town. We thought

that it was surely going to be wedding bells for him, but it seems that he was a little hesitant about giving up his bachelorhood.

We missed him lots, but were glad that he had such an enjoyable vacation. I guess it was too cold to fish, for he hasn't told a single fish story.

* * *

WEATHERFORD WELCOMES SAFEWAY

Weatherford, a college town of about seven thousand, was more than glad to welcome a Safeway store into its business district.

It was a fine opening and we are sure that people will appreciate it more as they become better acquainted with the values and bargains that are offered there every day in the week.

* * *

We heard rumors that our store manager at No. 1200, Enid, had a very enjoyable week while a certain young lady from the adjoining district office of Wichita was down here to relieve us while some of us were taking our vacations. It seems that a lovely friendship has been created and we think that a merger of this sort would certainly help to encourage the Safeway idea and make a lonely bachelor very happy.

* * *

Mr. McDonald of the Pueblo district was transferred to the Enid district, where he will take over the position as manager of our new store at Stillwater, opening June 28.

W. K. Jensen of the Salt Lake City district was transferred to Enid as manager of our store at Weatherford.

Store and Personal News

C. M. May, E. T. Fox, W. R. Witt, A. Duncan and H. Bell started off the month of June with another week-end picnic (?), going to Stamford, Spur and Hamlin to take inventory of the Piggly Wiggly stores recently purchased there.

We understand C. B. Jackson, former manager of the Safeway store at Arlington, Tex., is making another change, this time going to Terrell, Tex., to take charge of the Safeway store which opened there June 15, 1929. J. W. Nix, manager store No. 4, was transferred to Arlington; H. R. Elliott, manager store No. 14, was transferred to No. 4 as manager, and H. T. Russell, checker at No. 19, was promoted to manager of No. 14.

W. R. Witt, merchandise buyer, F. M. McLester, produce buyer, and H. R. Elliott, manager store No. 4, were guests at the annual picnic of the West Texas Produce Company, held at the Rock Island Club House on the shore of beautiful Lake Worth. Lots of barbecue, cold drinks and everything that goes with the above were enjoyed by all.

Wednesday evening, May 29, we started the summer course of our checkers' school, and, believe me, the boys are all pepped up about it, too. You see we believe in correct training and the building of solid foundations, so one night each week a part of the men gather at one of the stores where, with the assistance of two of the girls from the office who act as shoppers (and sometimes hard-boiled ones, too), we discuss every-day problems that come to the man in the checking stand, the proper way of meeting the customers, the correct way of assisting in their shopping, and all the little courtesies offered in Fort Worth Piggly Wiggly stores. This is a splendid way to become acquainted with the stock of merchandise, as well as a delightful way of spending a summer evening.

* * *

Don't borrow trouble. The interest on the investment is entirely too high.

FORT WORTH DISTRICT
MISS LOLA PATMON, Associate Editor
PIGGLY WIGGLY STORES

B. A. AYRES, District Manager
G. Y. JACKSON, Office Manager

C. M. MAY and O. E. HURST, Store Supervisors
Office Address: 269 W. 15th St., Fort Worth, Tex.

STORE LOCATIONS AND MANAGERS

801..... H. Bell	815..... O. A. Allman
802..... Earl Hunter	816..... Harry Wilson
803..... L. D. Kinkaid	818..... W. R. Mitcham
804..... H. R. Elliott	819..... T. W. Bower
805..... W. B. Eddins	821..... L. D. Turner
806..... Ralph Low	822..... B. Lindley
807..... R. E. Stroud	823..... Troy Hale
808..... B. Antwine	824..... C. A. Riddle
809..... C. L. Lipscomb	825..... S. Dye
810..... M. Morgan	826..... F. M. McWhorter
811..... Bert Robinson	827..... Jess Purvine
812..... A. S. Clifton	
813..... J. E. Berry	Arlington, Tex.
814..... H. T. Russell	101..... J. W. Nix

MARKET LOCATIONS AND MANAGERS

A. DUNCAN, Market Supervisor

801..... Dave Bryant	815..... Ernest Mathews
802..... J. H. Clark	816..... Chas. Vallasek
803..... John Bullard	818..... Dewey Fuqua
804..... D. N. Obarr	819..... Tim Driscoll
805..... J. C. Tiller	821..... L. E. Richards
806..... C. E. Thomas	822..... W. C. Rucker
808..... Gerald Stanley	823..... Herman Johns
809..... Chas. White	824..... Bruce Pitsworth
810..... Wade Benton	825..... A. E. Hornburg
811..... G. F. Warren	826..... Stanley Guminski
812..... O. A. Benton	827..... P. E. Alford
813..... R. R. Miller	Arlington, Tex.
814..... H. W. Cox	101..... Fred Guminski

WALLA WALLA DISTRICT
MISS EMMA SCHREINER, Associate Editor

B. P. KRAMLICH, District Manager
MISS FLORENCE ETCHELLES, Office Manager
Office Address: P. O. Box 556, Walla Walla, Wash.

STORE LOCATIONS AND MANAGERS

Walla Walla, Wash.	Kennewick, Wash.
67..... L. H. Weathers	493..... D. W. Campbell
69..... John Stone	Pendleton, Ore.
507..... Dewey Crimmins	109..... H. E. Waggoner
Dayton, Wash.	517..... Clell Blakney
99..... Marvin G. Elwell	Freewater, Ore.
Pasco, Wash.	371..... J. B. Allen
149..... R. O. Hall	



Skaggs Safeway Store No. 977, Columbus, Neb. Left to right: John Smolik, Tom Jawroski, Jack Fink, and R. O. Thrasher, manager.



Piggly Wiggly Market No. 304, Grand Island, Neb. Left to right: R. C. Schultz, manager, and Earle Tockey.

GRAND ISLAND DISTRICT

MARTHA HARFST, Associate Editor

M. L. BEAN, District Manager

L. H. VIERK, Office Manager

L. A. GREENWOOD, District Supervisor

Office: P. O. Box 802, Grand Island, Neb.

STORE LOCATIONS AND MANAGERS

- Grand Island, Neb. 916..... Carl Powell
920..... R. F. Wilson
921..... C. E. Motley
Auroara, Neb. 909..... Will Hannah
North Platte, Neb. 911..... Walter Pyeatt
973..... Estell Lile
Kearney, Neb. 926..... H. A. Faw
McCook, Neb. 915..... Fred Chappell
Hastings, Neb. 917..... G. L. Harger
923..... H. J. Baker
Central City, Neb. 918..... Harry Beavers
Lexington, Neb. 927..... C. S. Stanton
St. Paul, Neb. 928..... Fred Cahill
Fullerton, Neb. 929..... Basil Call
Minden, Neb. 932..... H. A. Wagner
Ravenna, Neb. 934..... W. A. Kunhart
York, Neb. 935..... Thos. Askman
Cozad, Neb. 976..... Joe Spires
Broken Bow, Neb. 936..... Geo. Norris
Columbus, Neb. 977..... R. O. Thrasher
Holdrege, Neb. 978..... Floyd DeLancey
Albion, Neb. 979..... H. H. Barrington

MARKET LOCATIONS AND MANAGERS

- Grand Island, Neb. 916..... E. C. Roseberry

PIGGLY WIGGLY DIVISION

STORE LOCATIONS AND MANAGERS

- Grand Island, Neb. 304..... L. R. Jordan
Kearney, Neb. 305..... John Sperry
North Platte, Neb. 307..... A. L. Swan
York, Neb. 308..... Ray La Shelle
Central City, Neb. 311..... G. H. Troyer
McCook, Neb. 312..... H. P. Barstow

MARKET LOCATIONS AND MANAGERS

- Grand Island, Neb. 304..... R. C. Schultz
North Platte, Neb. 307..... K. E. Smith

Store and Personal News

TRANSFERS AND PROMOTIONS

Joe Spires has been transferred from the Lincoln district to manager of the new Safeway store No. 976 at Cozad, Neb. We welcome you back into the Grand Island district, Mr. Spires, and trust that you will like your new location.

H. H. Barrington has been transferred from manager of store No. 934, Ravenna, to store No. 979, Albion, which held its opening day Friday, June 28.

W. A. Kunhart, former salesman at store No. 934, Ravenna, has been promoted to manager of that store.

Mr. and Mrs. Basil Call announce the arrival of a nine-pound baby girl. As yet we have not heard just what she is named, but we'll leave that to the proud parents. Congratulations to Mr. and Mrs. Call.

The office personnel has added a new member recently in the person of Miss Delia Jeorg. We all welcome Miss Jeorg to the Safeway family.

PUEBLO DISTRICT

AGNES M. MCKENNA, Associate Editor

H. F. MARTENS, District Manager

F. L. CRANDALL, Office Manager

Office: 322-23 Colorado Bldg., Pueblo, Colo. P.O. Box 626

STORE LOCATIONS AND MANAGERS

- Pueblo, Colo. 940..... F. E. Shea
941..... E. E. Watkins
944..... Jack Rose
Salida, Colo. 946..... G. L. Griffith
Lamar, Colo. 942..... C. W. Mann
Las Animas, Colo. 948..... L. D. Beery
Canon City, Colo. 949..... L. J. Rushton
Florence, Colo. 943..... I. F. Schiller
La Junta, Colo. 960..... O. A. Rasmussen
Walsenburg, Colo. 965..... C. V. Hill
Monte Vista, Colo. 961..... C. R. Morrow
Alamosa, Colo. 962..... H. L. White
Trinidad, Colo. 963..... S. M. Wilcox
Clayton, N. M. 964..... R. L. Hacker
Ordway, Colo. 947..... H. A. Palmer
Rocky Ford, Colo. 945..... E. Oliverson

Store and Personal News

TRANSFERS AND PROMOTIONS

R. L. Hacker is leaving the Pueblo district and will be located in the Enid district. Mr. Hacker has been manager of the Clayton, N. M., store for some time and we dislike very much to have him leave us. We all join in wishing Mr. and Mrs. Hacker success and happiness in their new field.

G. L. Roos, formerly head salesman at store No. 960, La Junta, has been promoted to manager of store No. 964, Clayton, N. M.

C. R. McDonald, head salesman at store No. 966, Liberal, Kan., has been transferred to the Enid district. Hope you like it there, Mr. McDonald.

E. F. Peacock, head salesman at store No. 949, Canon City, Colo., has been transferred to the Lincoln district. The good wishes of the Pueblo district go with Mr. and Mrs. Peacock.

VACATIONS

It's just one vacation after another.

F. L. Crandall, office manager, drove to Salt Lake City around the 1st of June—just in time for a class reunion of the old alma mater. Mrs. Crandall and Ted accompanied Mr. Crandall, and all report a most enjoyable trip.

G. L. Griffith, manager of store No. 946, Salida, Colo., spent his vacation in Kansas, and C. W. Mann, manager of store No. 942, Lamar, Colo., rested up between Colorado Springs and Denver. E. Oliverson, manager of store No. 945, Rocky Ford, Colo., dropped off at the office, all tired out, after ten days in Idaho. F. E. Shea, manager of store No. 940, Pueblo, remained right here in town—slept days and stepped out nights.

O. A. Rasmussen, manager of store No. 960, La Junta, has been ill for the past few weeks, but we are pleased to report his recovery, and he's back on the job again, plugging along as usual.

DENVER DISTRICT

MISS PHOEBE CHERRY, Associate Editor Pro Tem

W. W. OLIVER, District Manager
PHOEBE CHERRY, Office Manager

GEORGE WILSON and FORD ASKMAN, Supervisors
G. R. NAPPER and R. J. LYONS, Supervisors of
Country Stores

W. F. KLINGHAMER, Buyer

E. L. PRICE, Manager Produce Department

Postoffice Address: 1315 Ninth Street, Denver, Colo.

**STORE LOCATIONS AND MANAGERS
Denver, Colo.**

297.....D. O. Stewart	293.....H. J. Myers
299.....J. D. Buchler	Longmont, Colo.
301.....C. W. Prout	295.....A. L. Morgan
303.....J. Donaldson	Colorado Springs, Colo.
305.....L. Peck	307.....R. J. Lyons
309.....E. G. Smith	487.....W. F. Gress
313.....E. E. Meacham	537.....J. A. Henry
315.....W. A. Wren	Greeley, Colo.
317.....W. E. Hinze	335.....E. A. Isaak
319.....L. R. Tabor	Englewood, Colo.
323.....E. W. Blair	341.....J. M. Jeffery
325.....H. Jewett	Loveland, Colo.
329.....Fred Weems	377.....R. A. Buor
331.....H. McMaster	Ft. Morgan, Colo.
333.....R. S. Miller	461.....A. C. Braun
337.....V. E. McChesney	Sterling, Colo.
341.....A. S. Hinckley	463.....M. J. Grant
381.....J. F. Graves	Brush, Colo.
391.....R. G. Hughes	505.....F. Matous
449.....Oscar Kulbe	Boulder, Colo.
459.....D. S. Christianson	291.....R. D. Curtis
465.....D. H. Douglas	Brighton, Colo.
477.....Dwight Peterson	289.....T. M. Kirk
489.....Leo Timmermeyer	Goodland, Colo.
509.....J. S. Graves	529.....W. K. Rader
515.....R. A. Fahlander	Ft. Collins, Colo.
523.....Max Kulbe	311.....F. G. Meyer
525.....R. A. Anderson	Aurora, Colo.
527.....A. B. Williams	555.....D. B. Bird
533.....E. W. Craven	Holyoke, Colo.
531.....O. Stinbakken	559.....E. H. Booth
539.....H. L. Pease	Wray, Colo.
541.....R. L. Hayes	561.....J. D. Young
535.....L. G. Smith	
557.....J. E. Henckle	
563.....E. S. Seelinger	

**MARKET LOCATIONS AND MANAGERS
G. BURKE, Market Supervisor**

Denver, Colo.	Longmont, Colo.
297.....Hugh Capron	295.....V. E. Farrell
301.....Melvin Girtch	Aurora, Colo.
381.....D. J. Wilkins	555.....Harry Kechter
545.....Ben Stonebraker	Loveland, Colo.
535.....Henry Walker	377.....Lester Wagner
Ft. Collins, Colo.	Cheyenne, Wyo.
311.....Cameron W. Edgar	200.....Guy Coates
Greeley, Colo.	202.....R. W. Chandler
335.....C. A. Bieber	Boulder, Colo.
	291.....H. R. Mock

**Store and Personal News
NEWS FROM THE MARKETS**

H. R. Mock, market manager of Boulder, took his vacation the first part of June, and came back feeling like a new man, so he reported. He had been back to his market only a few days when he was forced to leave work again, this time to take treatments from Doctor Ortman at his hospital in Canistota, South Dakota. Mr. Mock has again returned to work and is feeling much better at present.

By the time this issue goes to press we will have opened one of the nicest, most modern markets in the city in our new store at Englewood. We do not know who will be in charge of this

market at this time, but we do anticipate some real competition in that part of the city, and our other Denver markets will have to step to keep in the race.

Guy Coates, C. H. Capron and C. W. Edgar have purchased new Fords during the past month.—GEORGE BURKE, market supervisor.

* * *

The new store at Windsor opened June 14 with E. S. Seelinger as manager. Mr. Seelinger was formerly head salesman at Greeley. He is proud of his new store and says he is glad to work for an organization with such possibilities for advancement. Mr. Seelinger has had a lot of training under efficient managers and we are sure he will put this store over in the real Safe-way style.

The Denver district is sorry to see Miss Ann Cherry retire as associate editor for Uno Animo. We want to thank her for all the good work she has done in the past two years and hope that some time in the future she will feel equal to resuming her editorship, as we cannot think of the Uno without our Ann's aid. The new associate editor will be announced next month.

Already we have reports of vacationers and pictures to substantiate our tale of this wonderful land called "Colorado." Mr. and Mrs. J. A. Buehler, mother and father of J. D. Buehler, manager of store No. 299, Denver, and their family visited here during the first week of June. The pictures of "Tiny Town," printed elsewhere in this issue, were some that were taken by them while enjoying the Denver mountain parks, and give some idea of the size of the miniature town in the hills by comparison with little ten-year-old Evelyn Buehler.

Hughes, Prout and Buehler, self-called "Three Muskateers," visited Cheyenne Sunday, June 9. They didn't report any excitement except going to sleep and running off the road a few times.

W. F. Klinghamer, buyer, and Mr. James, representative of Schilling and Company, spent last Sunday fishing at Monarch Lake. They reported a catch of about 65 mountain trout, but no one at the office saw them so it may be just another fish story.

* * *

KLINGHAMER GOES TO CHEYENNE

W. F. Klinghamer, buyer of the Denver district, is being promoted to district manager of the Cheyenne district. We are certainly going to miss his sunny smile and genial self around the office. We hate to lose him but we do sincerely congratulate him on his success and the good wishes of the entire Denver district go with him to his new position.

Mr. Klinghamer is being replaced by D. B. Bird, manager of store No. 555, Aurora. We welcome Mr. Bird into our office force and know he will enjoy his new duties.

* * *

Mr. and Mrs. D. S. Christensen are the proud parents of an eight-pound baby boy, born June 23 at the St. Anthony Hospital. Both mother and baby are fine, but Darrell has grown about ten inches taller, and his chest expansion has increased about 100 per cent since the new addition to his family.

Harry Jewett, manager of store No. 323, Denver, was called to Bozeman, Montana, on account of the serious illness of his mother. While there he had the pleasure of shaking hands with a few of his old associates from the Butte district. Mr. Williams, now at the Bozeman store, is the same old Ralph, he says, and Lee Maynard at Billings was still wearing his usual broad smile as he opened new Safeway stores in that territory. Mr. Jewett also said that as the birth of his first son a few months ago was not announced, he thinks it only fair to tell his old friends that he is putting the lad to work next Saturday for his new Saturday help.

OMAHA DISTRICT
PIGGLY WIGGLY STORES
MISS SYLVIA PERSHE, Associate Editor

THOMAS HAYNES, *District Manager*
J. O. CRANE, *Office Manager*
L. C. BRIANT and E. W. HANEL, *Store Supervisors*
Office Address: 814 Jackson St., Omaha, Neb.

STORE LOCATIONS AND MANAGERS

- Omaha, Neb.**
- | | |
|--------------------------|-----------------------|
| 1.....S. L. Young | 24.....M. L. Powell |
| 2.....C. V. Olsen | 25.....C. E. Hagan |
| 3.....A. F. Kunz | 26.....W. A. Wagner |
| 4.....K. L. Jackson | 27.....F. L. Birginal |
| 5.....H. Green | 29.....C. Dicks |
| 6.....E. Unruh | 30.....T. Young |
| 7.....W. E. Pyne | 31.....P. Marshall |
| 8.....D. L. Potts | |
| 9.....E. J. Gardner | |
| 10.....L. W. Crahan | |
| 11.....L. C. Morgan | |
| 12.....J. W. Kostoryz | |
| 13.....R. H. Bowie | |
| 14.....W. R. Wollen | |
| 15.....L. G. Cortong | |
| 16.....G. Rebal | |
| 17.....R. L. Shelton | |
| 18.....H. G. Erickson | |
| 19.....J. Schulte | |
| 21.....H. Veith | |
| 22.....H. E. May | |
| 23.....H. A. Fritzemeyer | |
- Council Bluffs, Ia.**
- | |
|----------------------|
| 20.....L. Ellis |
| 993.....J. Hostetler |
- Denison, Iowa**
- | |
|---------------------|
| 28.....A. T. Ockwig |
|---------------------|
- Fremont, Neb.**
- | |
|--------------------|
| 924.....R. F. Gygi |
|--------------------|
- Blair, Neb.**
- | |
|--------------------|
| 991.....C. E. Gish |
|--------------------|
- Missouri Valley, Ia.**
- | |
|----------------------|
| 992.....C. Goodspeed |
|----------------------|
- Norfolk, Neb.**
- | |
|----------------------|
| 994.....B. L. Curtis |
|----------------------|
- Atlantic, Iowa**
- | |
|--------------------|
| 995.....L. H. Call |
|--------------------|

MARKET LOCATIONS AND MANAGERS

- P. S. BECKWITH, *District Manager of Markets*
O. R. MOULTON, *Supervisor*
- Omaha, Neb.**
- | | |
|----------------------|-------------------------|
| 1.....A. F. Shelby | 22.....F. E. Taylor |
| 2.....L. O'Dea | 24.....G. Jensen |
| 3.....W. G. Workman | 25.....G. W. Murray |
| 4.....J. Jensen | 26.....J. G. Rouse |
| 5.....E. Gregerson | 27.....W. F. Davey |
| 6.....G. W. Gray | 29.....L. J. McLaughlin |
| 8.....C. M. Raschke | 30.....P. D. Fillmore |
| 9.....H. E. Williams | 31.....W. Bruchmann |
| 10.....J. E. Parrish | |
| 11.....O. Zuber | |
| 12.....A. Smrkovsky | |
| 13.....R. Tibbels | |
| 14.....C. P. Riley | |
| 15.....L. R. Howard | |
| 16.....L. Janulewicz | |
| 17.....G. Knoche | |
| 19.....F. E. Lakin | |
| 21.....J. Tilley | |
- Council Bluffs, Ia.**
- | |
|------------------|
| 20.....H. McCall |
| 993.....G. Pill |
- Nebraska City, Neb.**
- | |
|--------------------------|
| 910.....R. O. Hanchfield |
|--------------------------|
- Falls City, Neb.**
- | |
|------------------|
| 919.....C. Short |
|------------------|
- Fremont, Neb.**
- | |
|----------------------|
| 924.....R. C. Alcorn |
|----------------------|
- Wahoo, Neb.**
- | |
|---------------------|
| 925.....P. Lundberg |
|---------------------|

Store and Personal News

Work on the new Omaha bakery is progressing rapidly. The ovens are now being installed and the bakery will be entirely completed and ready for occupancy by the last of August.

T. B. Cuthbert spent a day at the Omaha office last month. We were all glad to meet Mr. Cuthbert and hope he comes to Omaha again real soon.

M. B. Skaggs and family stopped over in Omaha a day last month on their trip East. We were all glad to see Mr. Skaggs but wish that he could have stayed a few days longer.

Store No. 28, Omaha, was closed Saturday, June 15, and re-opened at Denison, Iowa, Friday, June 21. As this is the only self-service store in Denison, it was well attended and we enjoyed a wonderful opening. A. T. Ockwig, former manager of store No. 991, Blair, Nebraska, is manager of this store. Another Safeway store was opened at Atlantic, Iowa, on June 21. This store was also given a warm reception by the people of Atlantic. L. H. Call is manager of this store.

Mrs. L. J. Skaggs and daughter, Virginia, accompanied "L. J." on a ten-day trip to Idaho and Montana last month.

Mrs. Thomas Haynes and daughter, Patsy, left on June 27 for a month's visit with Mrs. Haynes' mother, who resides in Idaho.

TRANSFERS AND PROMOTIONS

C. E. Gish was transferred from store No. 9, Omaha, to store No. 991, Blair, Nebraska, and E. J. Gardner, former manager of store No. 7, has taken Mr. Gish's place at No. 9. W. E. Pyne, recently transferred from Salt Lake, is now managing store No. 7. L. H. Call was transferred from store No. 13 to manage the new Safeway store at Atlantic, Iowa. D. L. Potts, salesman at store No. 2, has been promoted to manage store No. 8, and Parke Marshall has been promoted to manage store No. 31. R. H. Bowie is now managing store No. 13, as his store was recently moved to Denison, Iowa.

A. Smrkovsky is the new manager of market No. 12, and G. Knoche, former manager of market No. 12, is now at market No. 17. P. D. Fillmore has also been added to the market personnel and is managing market No. 30.

Miss Ida M. Bistline was with us a few days last month. We were sorry she could not stay a little longer as she probably will not get to see us again for a long time.

OMAHA PICNICS

Now that the picnic season is in full swing the Omaha Safewayites are taking advantage of it. On Wednesday, June 5, the office girls and wives drove out to Elmwood Park, where supper was cooked out in the open and served to the hungry bunch. After several games and races, the tired but happy picnickers departed for home. Such an enjoyable time was had by all that another picnic was held at Krug Park on Monday, June 17, Mrs. E. F. Hartman being the guest of honor as she was leaving to join her husband who was recently transferred from the Omaha bakery to the Dallas bakery. The evening was spent in riding the roller coaster, tumble bug, swimming, etc. After luncheon was served, Mrs. Hartman was presented with a statuette lamp as a farewell gift from the Omaha Ladies' Bridge Club.

Mr. and Mrs. R. W. Winter of Rexburg, Idaho, while on their vacation stopped in Omaha a day as guests of Mr. and Mrs. Thomas Haynes.

GRAND JUNCTION DISTRICT

MISS MABEL MYRES, Associate Editor

A. C. SALLEE, District Manager

MISS MABEL MYRES, Office Manager

Postoffice Address: Box 658, Grand Junction, Colo.

STORE LOCATIONS AND MANAGERS

Grand Junction, Colo.	Montrose, Colo.
238.....D. Skinner	244.....H. T. Wills
276.....J. B. Ross	Rifle, Colo.
Delta, Colo.	246.....W. L. Garner
242.....R. B. Talley	Glenwood Springs, Colo.
	248.....F. W. Squires



Store and Personal News

Mrs. A. C. Sallee and daughters, Lucille and Helen, are visiting friends and relatives in Salt Lake City and Gooding, Idaho.

F. W. Squires and family spent their vacation in Utah, visiting relatives. Mrs. Squires' mother returned with them for a short visit. Mr. Squires is manager of our Glenwood store.

W. L. Garner decided that Colorado was good enough for him, so he spent his vacation fishing at Marveen Lakes. He not only reported the fishing excellent, but substantiated this statement

with several speckled beauties which he brought down for the Grand Junction bunch.

Store No. 238 of Grand Junction has been undergoing considerable changes in the way of re-decorated walls and ceiling, new lighting fixtures and rearrangement of counters, making the interior very attractive. D. Skinner is the new manager, hailing from the Salt Lake district. We are expecting big things from this store next period.

NEW SALESMEN: L. L. Stone at store No. 242, Delta; Thomas Wilson at store No. 244, Montrose, and W. F. Lovelace at store No. 246, Rifle.

* * *

LEAD HER TO HIM

"Darling," he murmured, "do marry me. I'm not rich or handsome like Percy Brown. And I haven't a big car and a mansion and a well-stocked cellar like Percy. But I love you better than life itself."

"And I love you too, dear. Er—who is this Percy Brown?"—*Masonic Craftsman.*

* * *

THE WAY TO THE PEARLY GATES

Jones: "What's the matter with that physical wreck over there? Has he had the flu?"

Smith: "No, but he did everything people told him would keep it off."—*Liverpool Post.*



Market No. 205, Tacoma—well stocked and attractively displayed.

SEATTLE DISTRICT

ANNE SHAFER, Associate Editor

LEW COOK, District Manager

C. E. CAMBRIDGE, Office Manager

F. B. WISNER and A. H. GUNDERSON, Supervisors

Office Address: 1260 Fourth Ave., South, Seattle, Wash.

STORE LOCATIONS AND MANAGERS

123..... Harry Goodrich	Sedro Woolley, Wash.	119..... S. W. Towne
125..... W. K. Lindsay	Bellingham, Wash.	
127..... W. L. S. West	129..... J. E. Rohrbacker	
131..... W. W. Carpenter	373..... E. E. Branlund	
135..... B. A. Haggen	427..... O. T. Sandberg	
137..... W. L. Engbrecht	Auburn, Wash.	
139..... A. J. O'Leary	133..... D. H. Myers	
143..... P. L. Herder	Port Angeles, Wash.	
153..... C. L. Ogilvy	145..... A. B. Carpenter	
155..... L. E. Marchant	Everett, Wash.	
163..... C. W. Clark	151..... J. D. Rusler	
177..... J. L. Shield	261..... A. H. Carrick	
203..... J. S. Hough	441..... S. H. Slater	
217..... L. L. Bowles	Renton, Wash.	
237..... R. W. Balcom	165..... N. L. Cowan	
271..... W. R. Staup	Bremerton, Wash.	
275..... Don Gedda	191..... C. M. Smithwick	
343..... L. E. Gross	Kirkland, Wash.	
395..... Bert Raethke	221..... H. G. Valen	
397..... A. G. Smith	Enumclaw, Wash.	
411..... P. A. Kern	235..... O. L. Morse	
413..... J. P. Lawen	Kent, Wash.	
415..... O. R. Laing	249..... Joseph Brooke	
417..... B. H. Graham	Arlington, Wash.	
419..... R. L. Canary	263..... I. E. Tiland	
421..... M. C. Lorensen	Monroe, Wash.	
423..... F. W. Owens	273..... D. K. Crouch	
425..... H. M. Paulsene	Lynden, Wash.	
429..... D. Andrews	349..... Cecil Van Dalfsen	
501..... H. M. Sennett	Ferndale, Wash.	
553..... N. A. Lough	355..... John Nelson	
567..... W. C. Bush	Edmonds, Wash.	
573..... C. L. Moon	371..... G. P. McClellan	
Snohomish, Wash.	MARKET LOCATIONS AND MANAGERS	
113..... F. L. Cook	G. W. HANSON, Market Supervisor	
Mt. Vernon, Wash.	Seattle, Wash.	
115..... Chas. O'Connell	143..... F. A. Law	Anacortes, Wash.
Anacortes, Wash.	237..... A. Dean	117..... Geo. Corey
117..... S. C. Baker	271..... Chas. Scott	Tacoma, Wash.
281..... A. M. Gerboth	155..... Harold Kollner	205..... W. L. Loback
	343..... F. M. Lyons	231..... W. W. Lamb
	217..... E. Kahout	277..... C. F. Ilton
	573..... Otto Krejci	Olympia, Wash.
	411..... Joe Hardacre	197..... H. Gregersen
	Shelton, Wash.	Everett, Wash.
		151..... W. J. Murphy

Store and Personal News

SEATTLE PICNIC

Clouds gathered and the wind blew chilling blasts across the Sound on the morning of June 9, but Seattle folks are accustomed to rain and old man weather failed to daunt the hopes of seven hundred Safeway and Western States folks and friends who gathered early in the morning at Lake Wilderness Park, at the foot of the Cascade Mountains.

First in importance were two hot ball games in which Safeway grocery men downed both Western States and the butchers. After everyone had eaten twice as much as he should have—and left more than was eaten—various games and sports were played to the enjoyment of both participants and spectators alike.

While the horseshoe tournament was being played, the droning echoes of saxophone and banjo sounded from the dance hall and half-tired feet danced themselves to utter exhaustion. At 6:30 in the evening spirits were revived with hot dogs and coffee, a few more dances and the beautiful winding drive through shadowed forests ended a perfect day.

TRANSFERS AND PROMOTIONS

C. M. Smithwick, recently of Dinuba, California, store No. 397, has joined the Seattle district force and is now managing store No. 191, Bremerton. W. S. Swink, Mr. Smithwick's predecessor, has been transferred to the Fresno district as manager of store No. 365, Turlock.

A. M. Gerboth has been promoted to management of the Shelton market. Joe Hardacre recently joined our force as manager of market No. 411, Seattle.

Harry Goodrich, Seattle salesman, has been promoted to manager of store No. 123, Seattle.

LEWISTON DISTRICT

MISS LAVON PENROD, Associate Editor

H. W. QUINLAN, District Manager

MISS LA VON PENROD, Office Manager

P. O. Address: Box 434

STORE LOCATIONS AND MANAGERS

Lewiston Idaho	Clarkston, Wash.
227..... H. W. Quinlan	233..... L. J. Pearson
597..... Ralph C. Plank	Pomeroy, Wash.
Moscow, Idaho	251..... E. L. McConnell
243..... C. H. Sigman	Colfax, Wash.
Grangeville, Idaho	257..... Irving Oslund
353..... E. L. Vittetoe	Pullman, Wash.
	383..... J. C. Wicks

Store and Personal News

NEW STORE IN LEWISTON

In order not to be the smallest district in the chain, we have opened a new store in Lewiston. The manager is Ralph Plank, formerly first lieutenant of store No. 383, Pullman, Washington. This store is set up in regulation style and is causing a lot of favorable comment. Talk about a peach! We got it.

GRANGEVILLE STORE MOVED

While the boys were resting Sunday, June 16, they moved the Grangeville store to a new location, which was only sixty feet from the old location, and for those of you who think it doesn't pay to move, just watch the batting sheet. "Vit" says he has the best looking store this side of the Mississippi and to prove it just look it up while on your hunting or fishing trip as all big fishing and hunting parties start from Grangeville.

In order to keep up the Safeway spirit and have 100 per cent attendance in moving the store, Mrs. Vittetoe, wife of the manager, served a chicken dinner to all who participated. The only thing to mar the day's pleasure was that things tasted so good it took the boys an hour and a half to pick the bones instead of the usual 45 minutes for noon lunch—and then it rained all day. The shining light of Grangeville is the Safeway store in its new location.

SALT LAKE DISTRICT

MISS LILLIAN SALMENSEN, Associate Editor

- H. R. HOLLENBECK, District Manager
 E. W. MARSHALL, Office Manager
 L. G. WINTER, Supervisor Salt Lake Stores
 M. L. GANS, Supervisor Ogden Stores
 G. E. JAMES, Outside Supervisor
 J. G. WEBBER, Buyer

Office: 602 Judge Bldg., Salt Lake City, Utah

STORE LOCATIONS AND MANAGERS

- | | |
|-----------------------------|---------------------------|
| Salt Lake City, Utah | Bingham, Utah |
| 22.....L. J. Oborn | 34.....O. H. Gygi |
| 24.....R. Nuttall | Helper, Utah |
| 40.....E. H. Appood | 38.....C. R. Higgins |
| 42.....H. C. Brough | Murray, Utah |
| 104.....W. S. Degn | 44.....O. C. Bowler |
| 220.....A. W. Lindsey | Sugarhouse, Utah |
| 222.....J. Gilbert | 46.....A. H. Bartlett |
| 224.....E. G. Luke | Magna, Utah |
| 230.....S. Bean | 134.....D. Dastrup |
| 232.....J. A. Mills | Eureka, Utah |
| 234.....Geo. L. Christenson | 138.....T. C. Griggs |
| 240.....Rex Orton | Midvale, Utah |
| Ogden, Utah | 154.....Z. Brown |
| 4.....L. S. Dickson | Cedar City, Utah |
| 6.....D. Hickman | 218.....E. H. Wiggins |
| 8.....S. Martin | Mt. Pleasant, Utah |
| 10.....G. J. Wilson | 236.....C. L. Briggs |
| 50.....J. H. Storey | Bountiful, Utah |
| Logan, Utah | 20.....A. L. Peterson |
| 12.....A. O. Johansen | Tremonton, Utah |
| Park City, Utah | 958.....I. L. Maxwell |
| 14.....M. M. Harris | Preston, Idaho |
| Spanish Fork, Utah | 18.....R. C. Gadd |
| 228.....E. R. Hansen | Evanston, Wyo. |
| Payson, Utah | 16.....L. Pearce |
| 26.....L. B. Parkin | Rock Springs, Wyo. |
| Provo, Utah | 30.....R. S. Park |
| 28.....M. V. Witbeck | 983.....T. D. Gilbert |
| 957.....J. H. Smeath | Kemmerer, Wyo. |
| Price, Utah | 102.....W. K. Cameron |
| 48.....C. S. Dawson | Elko, Nev. |
| Richfield, Utah | 36.....D. Brandt |
| 32.....R. Harper | Las Vegas, Nev. |
| | 959.....A. R. Ingram |

MARKET LOCATIONS AND MANAGERS

J. F. CROUGHT, District Manager of Markets

- | | |
|-----------------------------|---------------------------|
| Salt Lake City, Utah | Magna, Utah |
| 7.....F. Stout | 134.....J. W. Gardiner |
| 22.....Ray Dalton | Provo, Utah |
| 24.....R. T. Harrison | 28.....S. M. Papworth |
| 40.....C. E. Berrett | 957.....C. Ringwood |
| 42.....Joe Comstock | Murray, Utah |
| 104.....De Mar Wightman | 44.....R. J. Caffall |
| 220.....A. Vail | Sugarhouse, Utah |
| 222.....W. McDermid | 46.....G. R. Greetham |
| 224.....L. F. Keller | Price, Utah |
| 230.....T. H. Hopkins | 48.....J. W. Adams |
| 232.....L. Stephens | Helper, Utah |
| 234.....J. A. Riddle | 38.....E. A. Sanders |
| 240.....N. Hansen | Midvale, Utah |
| Ogden, Utah | 154.....L. S. Rimington |
| 4.....C. Lightfoot | Park City, Utah |
| 6.....F. J. Russon | 14.....J. C. Wollenzein |
| 8.....E. C. Earl | Rock Springs, Wyo. |
| 10.....Ed. Campbell | 30.....C. O. Pratt |
| 50.....J. Mortensen | 983.....A. E. Ward |
| Logan, Utah | |
| 12.....J. Stacey | |

PIGGLY WIGGLY DIVISION

STORE LOCATIONS AND MANAGERS

- | | |
|-----------------------------|-------------------------|
| Salt Lake City, Utah | 13.....P. A. Sawyer |
| 1.....O. J. Vetterli | 14.....L. Jepperson |
| 3.....Ray Miller | Ogden, Utah |
| 6.....D. Nielson | 4.....A. Green |
| 7.....D. A. Smith | 5.....I. G. Carver |
| 8.....H. Roberts | 10.....L. E. Scott |
| 9.....C. H. Buchmiller | Sugarhouse, Utah |
| 11.....P. Harry | 2.....C. E. Hassard |
| 12.....J. W. Robinson | |

Speaking of loyal and sentimental people, our favorite used-to-be stenographer, who left for the high lights of Broadway last week (don't get excited, just on a visit) was nearly in tears as she bade us all her last good-bye. I think she rather likes Safeway. After undergoing so much excitement such a short time before leaving—parties, teas, etc. (mostly etc.)—we do not wonder that she lost her much cherished hat on the Pullman. Never mind, Lillian; we are all very sorry and hope you will find another one like it. Every one is wishing you a delightful trip and anxiously awaiting your return.

Mrs. H. R. Hollenbeck has recently returned from Kansas and, from all appearances, is happy to be back.

C. B. Cuthbert, our new auditor, is back with us again to spend a short time. How does the old place look? Feel at home, Mr. Cuthbert? We hope so.

• • •

A NOTE TO THE DISTRICT

If there is one thing our company believes in it is co-operation. Do we mean co-operation between store managers and salesmen, or managers and supervisors, or managers and the office? No, we mean co-operation in every detail.

Co-operation is what I need. Since Miss Salmenson is gone for a short time, if I am to try and fill this one vacancy I will have to have some help. Come on now, everyone! Try to send in something that will help to make the Salt Lake City district in Uno Animo an interesting part of the book. I believe there are a lot of us who only read the districts in which we are interested. Let me tell you there are some very interesting as well as educational articles in the first section of the book. I found an hour and a half of pleasant information reading in those pages. Read them, and then use them by way of example. All of you send us something. Let's have the rest of the districts know we are not salted down here.—Assistant Associate Editor.

• • •

Mrs. L. G. Winter is in Idaho, spending a few weeks with friends and relatives.

D. Skinner, manager of store No. 222, has been transferred to Grand Junction. Hope you will like your new home, Mr. Skinner. Don't forget about all of us.

Miss Ida Bistline stopped for a few minutes yesterday, I think to say "hello" to us all again. Come again real soon, Miss Bistline.

• • •

A NEW ONE

She: "Now what are you stopping for?"
 He (as car comes to a halt): "I've lost my bearings."

She: "Well, at least you are original. Most fellows run out of gas."

Many a man who seems to be on Easy Street is only on Easy Payment Street.—Montreal Star.

BAKERSFIELD DISTRICT

V. R. JACOBSEN, *Associate Editor*

W.M. H. MCKAY, *District Manager*

A. T. PHILLED, *Office Manager*

A. D. HOFFMAN, *Supervisor*

P. O. Box 1426, Bakersfield, Calif.

STORE LOCATIONS AND MANAGERS

- | | |
|-----------------------------|---------------------------|
| Bakersfield, Calif. | Ford City, Calif. |
| 301.....J. H. Stipp | 311.....Jack Hutchins |
| 307.....Ed. Moody | Shafter, Calif. |
| 308.....P. G. Baker | 312.....J. P. Neufeld |
| 310.....L. A. Harbert | Wasco, Calif. |
| 313 (Bakery).....E. R. Lute | 314.....J. M. Fast |
| 317.....E. C. Collier | Oildale, Calif. |
| 319.....E. C. Furst | 315.....H. V. Young |
| 320.....W. S. Kinsinger | Lamont, Calif. |
| Maricopa, Calif. | 316.....T. R. Rose |
| 302.....A. C. Kelsay | Delano, Calif. |
| Taft, Calif. | 318.....W. J. Kraft |
| 303.....M. F. Houlihan | Arvin, Calif. |
| 304.....James Kenyon | 321.....M. G. Hogeland |
| 323.....H. A. Cook | Greenfield, Calif. |
| 326.....W. J. Waldon | 322.....H. B. Fisher |
| McKittrick, Calif. | Pixley, Calif. |
| 305.....James Paddock | 324.....Geo. Swannell |
| Fellows, Calif. | McFarland, Calif. |
| 306.....J. E. Avery | 325.....Glenn Gardner |

MARKET LOCATIONS AND MANAGERS

A. W. ARCHER, *Market Supervisor*

- | | |
|----------------------------|---------------------------------|
| Bakersfield, Calif. | Taft, Calif. |
| 301.....R. L. Greene | 304.....E. J. Holt |
| 307.....B. E. Jackson | 323.....W. A. Thomas |
| 310.....J. F. Daly | 326.....W. M. Potts |
| 319.....Wm. Langenbeck | East Bakersfield, Calif. |
| 320.....A. C. Valley | 308.....F. Whetcombe |
| Maricopa, Calif. | Wasco, Calif. |
| 302.....R. L. Clark | 314.....W. D. Howard |
| Oildale, Calif. | Delano, Calif. |
| 315.....T. M. McNamara | 318.....R. E. Valentine |
| Fellows, Calif. | |
| 306.....Dwight Haven | |

PIGGLY WIGGLY DIVISION

- | | |
|----------------------------|---------------------------|
| Bakersfield, Calif. | Maricopa, Calif. |
| 129.....Joyce Terhune | 156.....S. J. Reizenstein |
| 169.....A. L. LeBlanc | Taft, Calif. |
| | 164.....Neil McDougall |

Store and Personal News

NEW MANAGERS AND STENOGRAPHERS

H. A. Cook, our new store manager at No. 323, Taft, believes in preparing for the future of Safeway Stores by an addition to his family of a seven-and-one-half-pound baby boy. The new arrival has been named Weymouth Reid Cook.

For the stenographic department, an eight-pound baby girl, Gwen Lee, to Mr. and Mrs. LeGate (Mr. LeGate is salesman at store No. 306), and Dorothy Jean Jensen to Mr. and Mrs. Jensen (Mr. Jensen is salesman at store No. 303). From all reports, all are doing well. Congratulations from district No. 28.

Store No. 308 reports the sale of one 14-cent package Schrader's Ant Powder to a customer who is sending same to New York City, and from there this valuable package will be sent to Berlin, Germany.

We are pleased to welcome E. H. Morrison as our new bookkeeper for the Safeway stores and markets and Piggly Wiggly stores. We hope his stay here will be both enjoyable and beneficial.

MEAT DEPARTMENT NOTES

Store No. 318, Delano, is boasting of its new meat department. R. E. Valentine is head man of this show. He hails from Texas—a long-range Texan. We all wish you lots of success, Mr. Valentine.

Albert Wilbur is now manager of market No. 315, Oildale. Mr. Wilbur is not a new member, but we all welcome him back with us.

W. A. Thomas, salesman at market No. 304, was promoted to manager of market No. 323. Mr. Thomas is also from Texas or thereabouts. These Texans surely have the old determination.

We know the grocery department is going to boast of selling a carload of Heinz ketchup in one week. Well, we are not going to let them have all the credit. Our market men helped to dispose of a large portion of this ketchup. Mr. Valley, market manager at No. 320, averaged one case per day.

* * *

PIGGLY WIGGLY DIVISION

Listed with Bakersfield district for the first time, you will find the Piggly Wiggly Division. They are a live-wire bunch of fellows, giving us their loyal support and taking good hold of the new method of doing business. We want to particu'arly compliment them on their vegetable departments.

MEDFORD DISTRICT

MISS MABEL E. MILLER, *Associate Editor*

J. L. HEATHCOTE, *District Manager*

MABEL E. MILLER, *Office Manager*

Postoffice Address: Box 1081, Medford, Ore.

STORE LOCATIONS AND MANAGERS

- | | |
|--------------------------|----------------------------|
| Medford, Ore. | Roseburg, Ore. |
| 433.....W. I. Underwood | 255.....Geo. Witters |
| 471.....G. M. Mangan | Marshfield, Ore. |
| Coquille, Ore. | 435.....C. M. Charbonneau |
| 469.....W. F. Jenkins | Myrtle Point, Ore. |
| Grants Pass, Ore. | 467.....J. L. Breslin |
| 431.....C. L. Schumacher | Klamath Falls, Ore. |
| | 605.....H. E. Rogers |



Store and Personal News

Mrs. H. S. Tucker and Patty Ann of Portland are guests at the home of Mr. and Mrs. J. L. Heathcote, Medford.

Mr. and Mrs. C. L. Schumacher of Grants Pass are leaving very soon for a ten days' motor trip.

Mr. and Mrs. J. L. Breslin of Myrtle Point are spending their vacation in Montana.

L. L. and L. S. Skaggs gave Bedford a brief call during the month on their way to Portland.

PORTLAND DISTRICT

EDNA L. KLINE, Associate Editor

H. S. TUCKER, District Manager

W. D. HALL, Office Manager

J. F. MASHBURN, City Supervisor

R. R. RANDALL, Country Supervisor

Office Address: 215 East Third St., Portland, Ore.

STORE LOCATIONS AND MANAGERS

- | | |
|--------------------------|----------------------------|
| Portland, Ore. | Bend, Ore. |
| 35.....A. L. Gilkey | 83.....P. J. McElroy |
| 39.....M. A. Priel | Tillamook, Ore. |
| 41.....B. M. Hertel | 121.....W. L. Smith |
| 43.....Lloyd Dealy | Eugene, Ore. |
| 49.....Ed. Seydel | 159.....J. R. Day |
| 53.....Elmer Smith | 547.....L. E. Harris |
| 55.....Harold Dalbey | Cottage Grove, Ore. |
| 57.....L. W. Snyder | 213.....A. C. Bagley |
| 59.....T. M. Wentz | Vernonia, Ore. |
| 71.....C. E. Davidson | 225.....E. A. Ritchey |
| 73.....G. B. Bauer | Albany, Ore. |
| 75.....D. L. Riggs | 241.....E. M. Scott |
| 85.....T. A. Grams | Astoria, Ore. |
| 97.....L. O. Bennett | 437.....L. L. King |
| 101.....O. W. Dixon | Silverton, Ore. |
| 111.....F. B. Owsley | 491.....M. M. Humphreys |
| 141.....E. B. Sinclair | Newberg, Ore. |
| 181.....A. R. Rasmussen | 495.....W. N. Wallace |
| 215.....Elmer Remlinger | Hood River, Ore. |
| 239.....Pat Walker | 497.....R. R. Leonard |
| 247.....A. J. Slater | Forest Grove, Ore. |
| 283.....H. Humbyrd | 549.....C. E. Dunsamore |
| 565.....R. I. Hart | Toledo, Ore. |
| 571.....Ralph Wilson | 551.....Emil Benson |
| 575.....W. J. McGarrigue | Oregon City, Ore. |
| Salem, Ore. | 577.....B. Levis |
| 37.....W. G. Walker | Multnomah, Ore. |
| 519.....T. F. Costello | 595.....B. E. Shipp |
| Hillsboro, Ore. | Camas, Wash. |
| 47.....John Goleeke | 61.....J. F. Thompson |
| McMinnville, Ore. | Kelso, Wash. |
| 51.....W. W. Long | 245.....R. G. Berg |
| The Dalles, Ore. | Goldendale, Wash. |
| 79.....H. J. Eidemiller | 357.....F. R. Grow |
| Corvallis, Ore. | Vancouver, Wash. |
| 81.....L. T. Carrick | 369.....O. A. Mattson |

MARKET LOCATIONS AND MANAGERS

A. L. NEFF, District Manager of Markets

- | | |
|------------------------|----------------------------|
| Portland, Ore. | Hillsboro, Ore. |
| 49.....A. Holm | 47.....J. W. Stanton |
| 53.....C. Peterson | McMinnville, Ore. |
| 57.....Ken Althouse | 51.....Jack Stapleton |
| 73.....J. S. Burns | Eugene, Ore. |
| 75.....Ray Pirtle | 159.....W. A. Jensen |
| 97.....F. F. Clason | 547.....M. Ten Eyck |
| 101.....Frank Fisher | Vernonia, Ore. |
| 111.....Philip Quinlin | 225.....F. E. Dickson |
| 141.....Michael Bohman | Oregon City, Ore. |
| 181.....V. D. Hindman | 577.....T. L. Mansfield |
| 215.....W. M. Hall | Klamath Falls, Ore. |
| 247.....Henry Hintzen | 605.....C. M. Benson |
| 283.....John Ligatch | Vancouver, Wash. |
| 575.....R. J. Barnett | 369.....Fred Fries |
| Salem, Ore. | |
| 37.....Chas. Duval | |

PAY'N TAKIT STORES

STORE LOCATIONS AND MANAGERS

- | | |
|-----------------------|-----------------------|
| Portland, Ore. | 2.....D. S. Churchill |
| 1.....J. M. Stadfeld | 3.....E. F. Norwood |

Store and Personal News

Manager Ed Seydel of store No. 49, Portland, returned June 19 from a vacation trip to Canada. While north he saw R. D. McClean, formerly of store No. 101, Portland. Manager Ed says store No. 49 is still "one of the best." On June 25 Mr. Olson of store No. 517, Pen-

dleton, Oregon, stopped in the office while passing through.

District Manager H. W. Quinlin of Lewiston dropped in on us May 28.

Now it's Manager V. D. Hindman of market No. 181, Portland. After the meeting on Monday night, June 3, he left a box of candy in the office for the girls and cigars for the market men. There's just one explanation, and we wish Mr. and Mrs. Hindman a happy and prosperous married life.

* * *

OPENING OF NO. 605

Regarding the opening day of market and store No. 605, Manager Benson says "words cannot describe it." This store and market went over big.

C. M. Benson, manager of market No. 605, Klamath Falls, Oregon, was transferred from market No. 57, Portland.

One funny incident that happened, as related by Mr. Benson, was when an old lady left her strawberries on the meat case while she went to gather some more produce from outside. She was locked out and was only able to get back to her strawberries after half an hour's battle and no other purchases.

* * *

TONGUE TWISTERS

The Chicago Tribune says that a London paper recently offered a series of prizes for the best "tongue-twisting" sentences. The prize-winning contributions are as follows:

The bleak breeze blighted the bright broom blossoms.

Two toads totally tired tried to trot to Tedbury.

Strict, strong Stephen Stringer snared slyly six sickly silky snakes.

Susan shineth shoes and socks; socks and shoes shine Susan. She ceaseth shining shoes and socks, for shoes and socks shock Susan.

A haddock, a haddock, a black-spotted haddock; a black spot on the black back of a black-spotted haddock.

Oliver Oglethorpe ogled an owl and an oyster. Did Oliver Oglethorpe ogle an owl and an oyster? If Oliver Oglethorpe ogled an owl and an oyster, where are the owl and the oyster Oliver Oglethorpe ogled?

* * *

HOW TO TORTURE YOUR HUSBAND

New Bride (seeking advice from friend): "What do you give your husband when the dinner does not suit him?"

Experienced Hand: "His coat and hat."—*The Passing Show (London)*.

* * *

CALL THE WAITER

"Sir, my wife is starving."

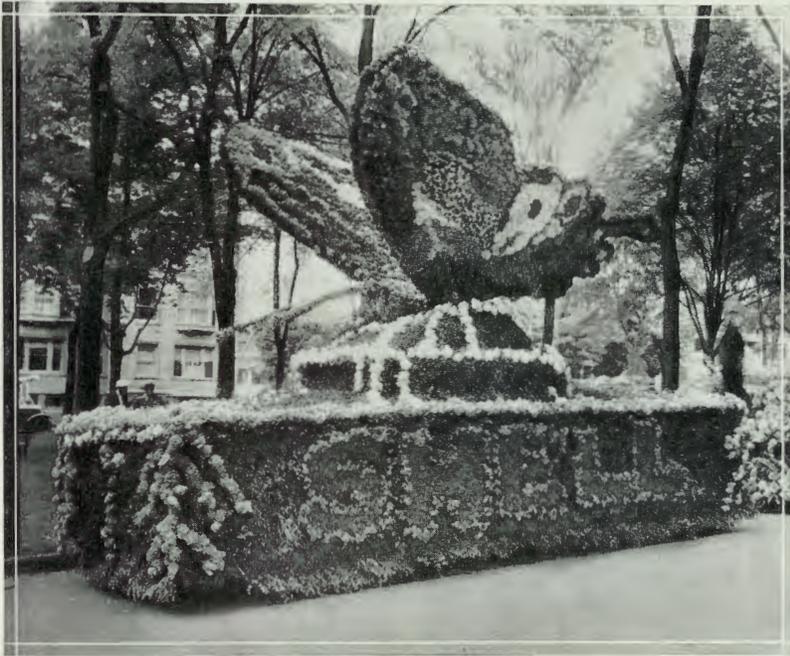
"But is she making headway? Now my wife has been starving for six months and she hasn't lost an ounce."—*Louisville Courier-Journal*.

* * *

HUMAN HARDWARE

"I hear Mrs. Murphy is still taking in washings since her husband left."

"Yes, the washer often stays on long after the nut is gone."—*Orange Peel*.



Shell Oil Company's beautiful float in the 1929 Rose Festival parade, Portland, Ore.

TACOMA DISTRICT

H. J. BRANLUND, Associate Editor

J. B. BROCKMAN, District Manager

L. C. RUNNION, Office Manager

H. J. BRANLUND, Supervisor

Office: 708 Washington Building, Tacoma, Wash.

STORE LOCATIONS AND MANAGERS

Tacoma, Wash.		Centralia, Wash.	
189.....	Howard Goodell	347.....	J. L. Dotson
201.....	H. J. Reynolds	207.....	H. M. Boomer
205.....	R. L. Himes	Montesano, Wash.	
223.....	Paul Connell	211.....	H. H. Engelland
229.....	Oscar Mobley	Raymond, Wash.	
231.....	George Brandt	265.....	F. W. Muchow
253.....	C. W. Gebo	Shelton, Wash.	
259.....	R. E. Houghton	281.....	A. L. Cook
277.....	Farrell Haws	Tenino, Wash.	
511.....	Gus Sandberg	285.....	H. E. Orth
Chehalis, Wash.		McCleary, Wash.	
161.....	M. M. Francis	287.....	T. Strating
Aberdeen, Wash.		South Bend, Wash.	
187.....	J. W. Lavcry	367.....	W. Johnson
Olympia, Wash.		Sumner, Wash.	
197.....	P. J. Webber	499.....	W. S. Wilson
Hoquiam, Wash.		Winlock, Wash.	
199.....	M. A. Shenkel	513.....	T. S. Fleming
Puyallup, Wash.		Elma, Wash.	
209.....	E. B. Cole	409.....	A. J. Holbrook



Store and Personal News

We were very glad to have L. L. Skaggs and L. S. Skaggs pay us a visit during the past

month. "L. L." had not been in this district for some time past. We also had the pleasure of seeing Mr. Benson of Best Foods, Inc., for a short time during June.

E. E. Torchio, salesman at store No. 161, Chehalis, and Leo P. Kramer, salesman at store No. 187, Aberdeen, were among the June bridegrooms this year. We wish them and their brides life-long success and happiness.

TRANSFERS AND PROMOTIONS

C. E. Johnson, manager of store No. 347, Centralia, was called to Fresno, Calif., to become supervisor in that city. J. L. Dotson, manager of store No. 409, Elma, was promoted to fill his vacancy. A. J. Holbrook, relief manager, has been made manager of the Elma store.

One of our young men from the Aberdeen store, Chas. K. Merritt, left us recently to go to South America, where he is interested in other business.

The Tacoma district went over to Lake Wilderness last month and helped the Seattle district "make whoopee" at its picnic. Every one had a fine time, and especially those who placed their bets on Mr. Legas in his cream bottle contest.

"Jimmy," the wife of John Runnion, our office manager, is paying a visit with friends in Portland at this writing and poor John is rapidly losing his shape and is in a very nervous condition due to hurried restaurant fare. Thank goodness, "Jimmy" isn't taking a long vacation.

LOS ANGELES DIVISION

Districts Nos. 1 to 25 Inclusive
H. J. BRUCE and MRS. ALMA G. HORTON, *Associate Editors*

General Office: 1925 E. Vernon Ave., Los Angeles, Calif.

District No. 1—Pasadena

W. O. BRIGHAM, *District Manager*

RAY W. BOOTH, *Office Manager*

E. O. ROESLER, *Supervisor*

Office: 25 North Mentor, Pasadena, Calif.

- | | | |
|---------------------------------------|------------------------------------|------------------------------------|
| 21 So. Pasadena.....H. C. Valley | 167 Pasadena.....L. J. Beattie | 501 Pasadena.....Walter Hoskins |
| 23 Pasadena.....G. S. Stone | 173 So. Pasadena.....H. G. Wolff | 502 Pasadena.....P. H. Schulz |
| 32 Pasadena.....H. L. Robinson | 184 Pasadena.....T. E. Burchill | 503 Pasadena.....W. H. Gulack |
| 68 Pasadena.....W. B. Nichols | 204 Alhambra.....C. Swartz | 507 So. Pasadena.....H. S. Kermod |
| 72 So. Pasadena.....V. Savant | 211 Altadena.....Leslie Daggett | 508 Alhambra.....L. L. Nichols |
| 75 Pasadena.....John Hoskins | 216 Los Angeles.....F. Littlefield | 514 Pasadena.....L. D. Allison |
| 79 Alhambra.....L. C. Boddy | 217 So. Pasadena.....F. R. Evans | 515 Lamanda Park.....Joseph McAfee |
| 87 Pasadena.....R. Sands | 223 Los Angeles.....O. E. Bancroft | 516 Alhambra.....H. G. Miller |
| 96 Alhambra.....S. K. Anderson | 239 Alhambra.....F. N. Sacksteder | 561 Alhambra.....R. M. Brodie |
| 102 Los Angeles.....F. W. Jenson | 247 Pasadena.....Lawrence Hesse | 577 Alhambra.....J. A. Cooper |
| 128 Pasadena.....M. J. Harford | 280 Pasadena.....L. R. Carlson | 578 So. Pasadena.....G. W. Childs |
| 130 Alhambra.....C. E. Brawner | 365 Altadena.....Guy Shuey | 579 Pasadena.....W. Willmott |
| 146 S. San Gabriel.....M. E. Bockeloo | 462 San Marino.....W. Biddle | 588 Pasadena.....H. L. Sunderland |
| | 465 Pasadena.....W. F. Shirley | |

STORE PROMOTIONS AND TRANSFERS

W. W. Biddle from salesman to manager of store No. 462.

F. C. Morrison, salesman, from Fullerton district, to manager of store No. 130.

C. Swartz, salesman store No. 32 to manager of store No. 204.

J. A. Cooper, salesman store No. 516 to manager of store No. 577.

V. Savant, transferred from district No. 20 to manager of store No. 72.

We wish to take this opportunity of welcoming the following new men into our organization: R. Webb, salesman store No. 75; B. Fisher, salesman store No. 211; T. Clark, salesman store No. 247; S. Osenforth, salesman store No. 514; Mr. Carter, salesman store No. 515, and M. Barnes, salesman store No. 516.

We are pleased to learn that H. L. Robinson, manager store No. 32, recovered from his recent operation and will be back with us very soon.

WEDDING BELLS

We always thought that store managers had enough troubles without acquiring more, but two of our managers did not seem to think so. W. B. Nichols, manager store No. 68, and W. W. Biddle, manager store No. 462, are now passing out the cigars.

The Pasadena district wishes them both, and their wives, all kinds of success and happiness.

ASK MR. WOOD

We have read with much interest Tulsa district's report on its new district manager, L. L. Wood. We heartily agree with their opinion of him, and want to wish Mr. Wood the success he deserves. We were sorry to lose him in this district and can only say one thing to the personnel

of the Tulsa district. The longer you know him the better you like him.

We have only one question to ask. Did Mr. Wood act as censor on the article about the bathing beauty?

Pasadena district has lost the services of A. T. Philleo, office manager. Mr. Philleo decided that the temperature of Bakersfield district was better, and so left us to take charge of that district office. We were very sorry to lose Mr. Philleo, and we have hopes of holding our new office manager a little longer. R. Booth of the Long Beach office has joined us and we are keeping our eyes open so we will not lose him quite as quickly as we did Mr. Philleo.



PALS FOREVER

Drawn by Leo Dreher, store No. 48, district No. 2, Los Angeles division.

VISITORS

We were honored by a visit from the San Diego office—Inez Wyatt, a member of the famous blonde office force that has been mentioned in previous issues of Uno Animo. Come again.

W. D. Gauntner, meat supervisor of Long

Beach district, paid us a short visit. Come again, Mr. Gauntner.

We have a new member of the Safeway family in our district in the person of little Miss Phyllis Roessler. Mr. Roessler tells us that the duties of store supervisor are nothing compared to the duties of supervising a young daughter.

District No. 2—Long Beach

FRED D. BELL, District Manager

H. V. STROMENGER, Office Manager

Office Address: 7th and Pine Ave., Long Beach, Calif.

- 31 Long Beach.....T. W. Compton
47 Lomita.....R. R. Campbell
48 Long Beach.....F. L. Stewart
51 Long Beach.....M. E. Marsh
52 Long Beach.....G. H. Aikman
56 Long Beach.....Theo. Zietarf
147 Torrance.....J. P. Jensen
157 Long Beach.....L. M. LeLacheur
182 Long Beach.....Z. B. Sanders
214 San Pedro.....T. Welsh
225 Long Beach.....E. W. Williams
226 Wilmonington.....Clyde Mathews
249 San Pedro.....S. D. McMicken
256 Long Beach.....John Haakenson
260 Long Beach.....Chas. T. Logsdon
276 Virginia City.....A. T. Poole
277 San Pedro.....L. A. Young
451 Avalon.....W. J. Wolter
452 Long Beach.....E. L. Hamel
473 Long Beach.....G. A. Lackey
476 Long Beach.....B. J. Schimming
477 Long Beach.....F. C. Morris
568 Long Beach.....L. M. Reddick

District No. 3—Fullerton

H. E. CHILCOTE, District Manager

T. O. HUNT, Office Manager

Office Address: 312 C. C. Chapman Building.

- 111 Fullerton.....E. E. Connick
129 Orange.....Lloyd Acord
135 Anaheim.....T. E. Williams
150 Brea.....J. E. McNair
161 Anaheim.....J. C. Hill
220 Santa Ana.....M. W. Ball
221 Santa Ana.....C. B. Price
228 La Habra.....L. C. Herron
237 Huntington Beach.....T. E. Burton
241 Santa Ana.....Harry Sjobeck
242 Santa Ana.....H. E. Hemming
288 Balboa.....T. C. Colburn
362 Placentia.....W. C. Houck
370 Laguna Beach.....K. D. Miller
468 Fullerton.....D. E. Steele
532 Orange.....Llewelyn L. Williams
535 Anaheim.....P. E. Hertel
536 Anaheim.....H. V. Houck
537 Brea.....Harry Carter

District No. 4—San Bernardino and Riverside

A. B. JOHNSTON, District Manager

G. J. GWIN, Office Manager

A. S. KELLEY, Supervisor

Office Address: 114 Lerner Bldg., Riverside. P. O. Box 759.

- 290 Riverside.....F. W. Storm
291 Arlington.....F. G. Young
292 San Bernardino.....K. H. Kelley
293 San Bernardino.....O. C. Rogers
294 Elsinore.....Lovett Hinton
295 San Bernardino.....P. M. Peed
296 Indio.....Edd Huffman
298 Corona.....Harold Fair
300 Redlands.....Wm. R. Bower
361 Riverside.....Robt. Morrow
364 Rialto.....J. C. Harbaugh
368 San Bernardino.....S. H. Stidham
463 Fontana.....M. J. Breen
466 Victorville.....Chas. Brier
467 Blythe.....A. G. Schmidt
475 Needles.....E. C. Wylie
478 Banning.....Wm. Felix
520 Colton.....E. O. Fallis
522 San Bernardino.....John Angus
525 Riverside.....C. L. Winkler
571 Redlands.....S. E. Jones
603 Hemet.....John Frey

District No. 5—Pomona

H. J. ROMAIN, District Manager

J. B. ROBERSON, Office Manager

Office Address: 316 W. Second Street, Pomona, Calif.

- 64 Monrovia.....Chas. Sain
65 Arcadia.....F. E. Dodge
95 El Monte.....W. Lincoln
124 Pomona.....Russell Woods
177 Rosemead.....Fred Gehle
262 Sierra Madre.....E. Gupton
287 Covina.....N. F. Ford
297 Upland.....G. B. McGehee
299 Ontario.....U. F. Bortisser
358 Azusa.....Chas. Warne
369 West Arcadia.....Eugene Stone
373 Puente.....S. B. Booth
458 Arcadia.....Vernon Dodge
464 Va Verne.....S. E. Miller
470 Chino.....Hollis Benton
510 Covina.....J. D. Sturdivant
511 Monrovia.....A. A. Nelson
519 Glendora.....J. E. Throne
521 Ontario.....F. Haden
528 Baldwin Park.....C. Klemp
530 El Monte.....H. A. Nelson
557 Sierra Madre.....L. H. Seaman
567 Pomona.....G. H. Callow
586 Temple.....W. Happe

District No. 6—Glendale

PAUL J. GERARDS, District Manager

- 49 Glendale.....George Alexander
63 Eagle Rock.....Angus MacDonald
155 Glendale.....L. S. Robinson
189 Eagle Rock.....W. E. Helm
201 Glendale.....O. Melstad
205 Glendale.....V. A. Peterson
215 Glendale.....Thomas Bruhn
219 Glendale.....J. T. Jepsen
224 Glendale.....A. A. Peterson
244 Glendale.....K. Fisher
252 Glendale.....E. R. Bjorklund
259 Glendale.....O. Breuberg
517 Eagle Rock.....L. R. Pruet
538 Glendale.....John Earl Kintz
372 Glendale.....Monroe E. Gibson
376 Glendale.....R. Van Duyn

District No. 7—Bay District

H. L. HAWKINS, District Manager

- 11 Santa Monica.....Geo. Hart
36 Santa Monica.....Ed. Matz
53 Culver City.....R. E. Sides
76 Ocean Park.....Claude Keys
91 Sawtelle.....W. A. Southworth
97 Venice.....Joe Harkins
101 Venice.....Harry Volheim
178 Brentwood Hts.....R. P. Connett
181 Santa Monica.....C. F. Larson
186 Palms.....Samuel A. Patterson
203 Venice.....Paul Wenger
212 Santa Monica.....J. E. Carr
267 Venice.....Axell Anderson
279 Westwood.....Ross Squair
354 Santa Monica.....E. J. Sigourney



Store No. 557, Sierra Madre, Calif., District No. 5.



Interior of Store No. 299, Ontario, Calif., District No. 5. Left, Bud Bortisser, manager; right, H. Bernie, salesman.

District No. 8—Inglewood and Redondo

J. E. BUTLER, *District Manager*

50 Inglewood.....L. A. O'Donnell	171 Inglewood.....H. R. Fitzgerald	229 Redondo.....C. W. Waygood
108 Redondo Beach.....A. B. Davis	195 6678 S. 8th Av., L.A.....	243 Hermosa.....L. A. Starnes
115 N. Hawthorne.....R. C. HoffeldG. H. Masters	248 Rendodo.....H. E. Kester
117 Inglewood.....C. Traylor	213 5749 Mesa Drive, L. A.....	248 Rendodo.....Chester A. Berg
126 Inglewood.....P. G. KilburnR. H. Lindgren	265 Inglewood.....Manuel Garcia
149 Gardena.....T. N. Haun	218 Lennox.....J. R. Sanders	281 Lawndale.....Ralph McColly
	154 1117 Manhattan Beach.....	

PROMOTIONS AND TRANSFERS

The writer wishes to take this time and space to congratulate the following men in district No. 8 on recent promotions and transfers into this district:

A. B. Davis, manager store No. 108; R. C. Hoffeld, manager store No. 115; Manuel Garcia, manager store No. 265; R. H. Lindgren, manager store No. 213, and G. H. Masters, manager store No. 195.

More power to you, gentlemen, and we are here to tell you that we are at your service in

the operation of your various stores and that we are proud to have you in our midst. We look forward to the future as being bright and every bonus check a real revelation. We are not going to be satisfied but gratified, and are going to look to you for bigger and better things.

District No. 8 extends its hearty invitation to all those pleasure-seeking Safeway men from all over the state, and—let me add—other states and Canada, District of Columbia as well as Hawaiian Islands, to spend your vacations here—the ideal spot for that long-looked-for trip.—J. E. BUTLER, district manager.



The personnel of Store No. 108, District No. 8, Redondo Beach, Calif. Right, A. B. Davis, manager; center, G. J. Parnell, salesman; left, J. E. Toner, butcher. This butcher is from Pendleton, Ore., and is "rarin' to go." Watch him increase the percentage.

District No. 9—Whittier and Compton

H. SANFORD, *District Manager*

44 Hynes Rodger Baker	156 Lynwood.....G. W. Martin	270 Home Gardens.....C. W. Shultz
67 Compton.....D. A. Jones	165 Norwalk.....Wm. Fox	377 Pico.....John Ireland
122 Whittier.....A. Hemmert	169 Bellflower.....W. A. Goodman	372 Southgate.....Sam Allison
151 Willowbrook.....G. L. Anthony	208 Compton.....Paul Stuart	459 Artesia.....Frank Salter
153 Downey.....C. D. Mocabee	269 Southgate.....G. R. Wiley	570 Whittier.....Wm. Easterling

TRANSFERS AND PROMOTIONS

Mr. Antony, former manager of store No. 459, Artesia, was transferred to store No. 151, Willowbrook, as manager.

Frank Salter, salesman from store No. 67, Compton, was promoted to manager of store No. 459, Artesia.

Antony had very big ideas as to what he was going to do at Willowbrook. It looked so good to him that he worked himself out in about five weeks and got so weak he dropped a case of Max-i-muM milk on his foot and broke it, so that he will be laid up for two months.

District No. 10—Boyle Heights

H. C. GURTNER, *District Manager*

8 4761 Whittier Blv...R.O. Brummel
15 2932 Whittier Blv...J. P. Provart
24 3652 E. First St...J. M. Lopez
27 4002 Whittier Blv...J. L. Oliver
34 2120 Brooklyn Av...A. Hamburgler

35 E. 4th & Fresno.....H. Reardon
42 2900 N. Main St.....B. J. Curran
144 Wilmar.....S. Atwood
145 Monterey Park.....C. A. Powley
152 Montebello.....O. W. Pustmueller

172 Monterey Park.....Otto Nucklies
174 Hammel & Gage.....Carl Dahl
202 3430 N. Broadway.....C. G. Chipp
235 4536 Whittier Blv...C. McCollum
574 Monterey Park.....O. Hemenway

District No. 11—Highland Park

FRANK SLATER, *District Manager*

12 5406 Monte Vista..W. W. Bailey
60 6326 Pasadena.....Otto E. Mathes
73 2602 Pasadena Ave.....
.....J. W. Robinson
98 5015 York Blvd.....H. P. Stuart
99 435 Annandale Bv...Leo E. Gierz

100 5825 Pasadena..... T. Shipley
119 4100 Pasadena.....W. B. Casswell
127 3825 Verduga.....Otto Hagenjos
137 Ave. 50 & Ter. 50..D. G. Beadle
180 Cypress & Alice.. R. H. Lowry
196 Dayton & Loreto.....C. Welton

512 4302 Pasadena Ave....H. Cohen
513 2634 N. Bdwy.....John D. Zeller
539 3834 Pasadena.....S. R. Marshall
543 200 N. Ave. 64.....J. L. Marshall
479 3288 Fletcher Dr...C. E. Skinner

THE VOICE OF DISTRICT NO. 11

Did we have a picnic? Just ask the folks of district No. 11, Los Angeles.

Early in the morning of June 23 the managers and salesmen, with their wives and kiddies and sweethearts, assembled at Victory Park for their annual outing. The weather was ideal and the gang full of pep.

Games were started immediately under the supervision of Salesmen Rex Willard, store No. 196; Jerry Gish, store No. 119, and Roy Nelson, now manager of store No. 80. The games consisted of races, nail-driving contest, boxing, volley ball, baseball and the most interesting of all—a tug-of-war between the managers and salesmen. Ladies didn't take part in this contest. The result? Well, ask the salesmen.

Next in order were the eats. Bob Lowery, manager of store No. 180, had charge of this. Perhaps some one knows how many tons of food were piled on those tables, but I'd hate to make an estimate. There were fried rabbit, salads and all the other picnic supplies—and believe me, there wasn't much left over.

District Manager Slater was the official java maker and lemonade tester, so it just had to be good.

Much credit is due to all committees which helped make this picnic a wonderful success, and much is due our district manager, Mr. Slater, and his wife for their helpful suggestions.

Needless to say, every one had a good time and I know they will all be back next year.—S. R. MARSHALL, manager store No. 539, Los Angeles, Calif.

District No. 12—San Fernando Valley

S. D. MCCOLLUM, *District Manager*

123 N. Hollywood.....R. Wissusik
185 Van Nuys.....Morris Jacobs
192 San Fernando.....Ervin Hansen
199 Tujunga.....Allen Lane
200 Burbank.....G. W. Makinson
232 Montrose.....Dodge C. Hooper

253 La Crescenta.....F. C. Hendrix
257 Roscoe.....Leslie C. Harris
289 Newhall.....F. F. Strasser
374 Owensmouth.....J. C. Tadlock
471 1707 Glen Oaks Blvd.....
.....G. L. Myers

518 BurbankJ. Mohr
518 Van Nuys.....Carl Epley
564 San Fernando.....C. A. McConnell
587 N. Hollywood.....A. L. Sisson

HAPPY

I am very happy to be with a group of boys like those in district No. 12. We held our first meeting May 22, and surely had a wonderful meeting, and every one present was also happy and promised me 100 per cent co-operation.

If we live up to that 100 per cent we will all be more than happy—so, boys of district No. 12,

let's show our executives how we can get volume by getting behind our advertised merchandise, properly displayed and priced.

Let's do what we did in our recent Canned Foods Event—plenty of signs, plenty of merchandise and plenty of pep will do the work. Yours 100 per cent—S. MCCOLLUM, district manager.

District No. 13—Los Angeles

D. E. MCGAVOCK, *District Manager*

10 Sunset Blvd.....Geo. Chappell
29 Sunset Blvd..... Louis Kemper
54 Sunset Blvd.....H. B. Williamson
66 Glendale Blvd., Edendale.....
.....T. D. Plummer
112 Sunset Blvd..... E. Bode

132 Elysian Gdns..... M. Rowland
191 1377 Sunset Blvd.....L. G. Bauer
197 Glendale Blvd. & Seneca.....
.....L. F. Dyerson
206 Santa Monica Blvd. & Virgil
.....W. H. Newell

251 Echo Park Ave.....Charles Bliss
261 Ivanho Hills.....J. E. Thompson
278 Hyperian.....R. R. McDonald
355 Glendale Blvd.....R. C. Hill

District No. 14—Los Angeles

WM. HOLTON, *District Manager*

20 2803 Beverly Blvd...J. H. Smith
46 256 N. New Hampshire.....
.....H. H. Walsworth
90 1276 Temple.....T. P. Gordon
105 5639 Melrose...A. W. Leatherdale
114 2203 Temple.....J. R. Bitney

179 7657 Beverly Blvd.....
.....A. B. Rosser, Jr.
188 Temple & Reno.....C. V. Dall
193 726 N. Fairfax.....J. W. Hinds
210 443 N. Hoover.....W. P. Longden
231 7569 Melrose.....G. H. Pryor

246 227 N. Larchmont...Louis Vogel
284 6909 Melrose.....E. E. Oglesbee
285 3615 W. 3rd..... L. Swaiwell
461 5170 Melrose..... Ross Cass
527 503 N. Western.....G. L. McAdoo
529 4185 W. 2nd.....A. C. Chapman

District No. 15—Hollywood

J. A. COVER, District Manager

4 4500 Hollywood Blvd.....	34 5053 Hollywood Blvd.....	268 5429 Santa Monica Blvd.....
.....W. J. HawkinsJ. D. MaxwellW. Schoeflin
6 705 N. Normandie...O. S. Hatcher	120 1806 N. Vermont...Roy O. Seth	352 6153 Santa Monica Blvd.....
30 7503 Sunset Blvd.....H. Hines	162 1312 N. Wilton.....R. D. Parker
55 5066 Sunset Blvd.....J. W. HunterClyde W. Stewart	367 5297 Fountain Ave.....
74 6932 Hollywood Blvd.....	164 1956 Hillhurst.....R. C. EicherEarl H. Current
.....A. C. Clifton	233 4276 Melrose.....Allen True	453 1900 N. Wilcox.....J. D. Fokken
78 1102 N. Vermont...R. F. Wright	258 4882 Fountain Ave.....	469 Hollywoodland.....E. W. Carrow
F. C. Lovering	

District No. 16—West Hollywood

R. L. ACTKINSON, District Manager

38 7993 Santa Monica...P. J. Farney	264 362 Le Brea.....E. Courtois	366 929 Country Club Drive.....
136 Beverly Hills.....A. F. Farney	275 Westmount.....O. EvansW. W. Manderbach
141 5615 San Vincenta...F. Gervig	283 8253 Melrose.....M. Turner	371 8279 Snta. Monica...G. E. Taylor
163 Sherman.....Vernon Noland	286 5303 W. Eighth...F. E. Martin	456 116 N. Le BreaWm. Unruh
175 103 Pruess Road.....E. E. Kern	353 1253 Wilshire Blvd....L. Adler	460 8050 W. 3rd.....P. J. Draeger
263 Carthay Center...R. F. Rohrscheib	359 744 Burton Way...J. B. Holloway	474 8903 W. Pico.....L. W. Truss

District No. 17—Los Angeles

L. E. WARTHEN, District Manager

17 315 S. Broadway...L. Weinberger	59 2882 W. Ninth.....C. T. White	131 2601 W. Ninth.....L. C. Emerick
19 433 S. Hill.....G. C. Hewitt	70 4204 Beverly.....W. E. Smith	142 1353 Crown Hill...W. D. Harms
37 170 S. Western...N. Weintraub	80 1053 W. Sixth...Wm. Macdougall	240 536 S. Coronado.....C. F. Bliss
39 3923 W. Tenth.....H. S. Rogers	89 929 W. Second.....I. Selig	363 1623 W. Sixth...O. P. Anderson
40 2204 W. 7th.....E. J. Druecker	104 3126 W. Tenth.....W. L. Smith	

TRANSFERS AND PROMOTIONS

C. A. Gardner, head salesman at store No. 40, has been promoted to manager in the San Diego district. We think Mr. Gardner will be pleased to work with District Manager Connor and keep going on up. All the boys in district No. 17 wish him well in his new location.

Mr. Turner, salesman, has been transferred to store No. 40 from store No. 363, and Mr. Kil-

patrick has returned to work at No. 363 after an absence of a few weeks in the East on account of the death of his brother.

We are all sorry to learn of the accident that caused the death of a sister and serious injury to another sister of our manager, Mr. Hewitt of store No. 19, and extend our sympathy to the father, mother and brothers.—L. E. WARTHEN, district manager.

District No. 18—Washington Street

E. S. ROBINSON, District Manager

1 1058 S. Sentous.....G. A. King	86 2168 Venice Blvd....M. M. Cox	272 2111 W. 11th ..Cliff McElhannon
16 1560 S. Western.....M. J. Bahn	88 1603 S. Vermont...S. Wicks	351 5112 W. Pico.....S. Burton
45 2773 W. PicoRoy Goodwin	93 2503 W. Washington.....	455 5477 W. Adams...A. W. Buettner
61 1440 W. Tenth.....R. M. SimonE. Jorgensen	457 4619 W. Pico.....F. Kelderhouse
71 2325 W. Pico.....J. F. LaPorte	106 4755 W. Washington.....	551 1429 W. Pico.....A. W. Sewell
84 1128 S. Western...P. L. ShieldsK. E. Meigs	

District No. 19—South Los Angeles

G. H. SMITH, District Manager

3 1663 E. VernonW. Johnson	133 79th & Western.....Lohmiller	187 79th & Broadway...J. Van Valin
5 5320 S. Vermont...J. Crumb	134 102nd & Vermont...I. Paste	234 61st & San Pedro...R. Lowmiller
41 6702 S. Central...E. Ahlbrand	138 5521 S. Central...A. Farley	271 99th & Figueroa...A. Swanson
118 Slauson & Main Sts...O. A. Miller	170 7623 S. Vermont...A. W. Glenn	356 603 E. Manchester...F. D. Gordon
125 843 S. HooverG. Belloli		

District No. 20—Huntington Park, Bell and Maywood

W. S. SHOPSHIRE, District Manager

28 Huntington Park...W. B. Black	121 Walnut ParkTheodore Vliss	245 8403 S. Main.....E. T. Lawrence
43 E. Manchester.....H. Basore	190 Maywood.....O. C. Blair	274 Irvington & Templeton...E. Farrar
58 Compton Ave.....Alfred Basore	266 11850 S. Main.....B. B. Taylor	360 Huntington Park...B. W. Nowell
69 E. Florence.....J. Yaffee	236 7229 S. Main.....J. F. Stokes	550 Bell.....R. F. Adams
103 Huntington Pk.....D. Dale Jr.	273 Watts.....S. B. Gough	

District No. 21—Vermont Avenue

FRED SALVAGE, District Manager

2 4351 S. Western.....J. A. Ott	26 2728 W. 54th St....Carl Fields	143 Vernon, Van Ness...V. L. Hickox
9 1603 W. Florence...J. D. McGinn	57 5325 S. Denker.....Harry Miller	158 Slauson & Van Ness...H. R. Bell
14 1906 W. 48th St...A. Nettleship	113 4827 S. Normandie...J. Effinger	160 5955 S. Hoover.....E. V. Jolly
22 2419 W. 48th St...L. Reynolds	139 2104 W. Santa Barbara.....	209 2205 W. 54th...Wm. Humphreys
25 6424 S. Normandie...C. R. BrownD. W. Jamison	250 5921 S. Normandie...O. A. Cranston

District No. 22—Jefferson District

L. E. TUNISON, *District Manager*

- | | | |
|--|-------------------------------------|------------------------------------|
| 33 1902 W. Adams.....T. S. Marshall | 207 1650 W. Adams.....Al. E. Smith | 541 3611 S. Normandie..... |
| 62 2102 W. Jefferson.....G. J. Burns | 230 W. Jefferson.....R. W. Matthews |C. F. Fackenthal |
| 77 S. Vermont.....Harold Patterson | 238 Jefferson & Normandie..... | 227 1913 Rodeo Rd.....E. J. Manske |
| 85 5202 W. Adams.....J. D. Meyer |M. F. Goodwin | 454 1464 W. Santa Barbara..... |
| 166 Jefferson & Western.....E. J. Miller | 255 4802 W. Adams.....J. E. Kasper |L. S. Loveland |
| 194 4518 W. Adams.....H. Mayer | 282 2408 S. VermontW. Burrill | 540 3900 S. Western..... |
| | 509 1794 W. Adams.....R. Du Charme |B. C. Quackenbush |
| | 544 3211 S. VermontA. McCoy | |

We welcome L. S. Loveland of store No. 28, district No. 19, to our district. Mr. Loveland will manage store No. 454, and the way he does things, we know that he will manage it right. We expect big things of Mr. Loveland.

J. E. Kasper, formerly salesman at store No. 454, has been promoted to manager of store No. 255. Mr. Kasper has been a good salesman and we expect him to be a capable manager. Every thing will go with a bang at No. 255.—L. E. TUNISON, district manager.

District No. 23—Vernon Avenue

PAUL HOSKINS, *District Manager*

- | | | |
|--------------------------------------|--------------------------------------|-------------------------------------|
| 7 4401 S. Central.....H. Schurter | 107 3701 Avalon.....G. R. Lasell | 176 2231 S. Grand Ave.C. Funk |
| 18 131 E. Snta. Barbara..G. Stevener | 109 4324 Avalon Blv. ..W. L. Megee | 183 2530 Maple Ave... V. Alexander |
| 82 3876 S. Normandie..E. D. Schurter | 110 3319 S. GrandA. Powell | 198 1053 W. 23rd St....E. V. Nelson |
| 83 1479 E. 22nd St.A. Smith | 116 1229 S. CentralM. Applebaum | 254 4275 S. Hoover.....A. J. Hornek |
| 92 200 E. Vernon.....H. C. Small | 168 3427 S. Central Ave.....J. Cohn | 472 2514 S. CentralJ. Liggera |

District No. 24—Lancaster and Palmdale

F. E. CLEMENTS, *District Manager*

- | | | |
|----------------------------------|----------------------------------|-----------------------------------|
| 601 Lancaster.....F. E. Clements | 604 Tehachapi.....C. C. Thompson | 606 BishopF. Driesbach |
| 602 Palmdale.....G. H. Ellis | 605 Randsburg..... Ray Harris | 607 Lone Pine.....Geo. W. English |



View of Pay'n Takit Store No. 1, recently opened in Los Angeles.

Meat Department

PAULINE E. JEWETT, *Associate Editor*

CLARENCE DALE, *District Manager of Markets*

L. VAN HOOREBEKE, *Office Manager*

451 Avalon.....O. R. Wardleigh

District No. 1—Pasadena

F. C. MARTIN, Market Supervisor

23 Pasadena.....S. E. Mollander	167 Pasadena.....C. C. Coates	287 Covina.....W. J. Thomas
27 Pasadena.....O. J. Gaskill	177 Rosemead.....R. K. Ricketts	365 Pasadena.....L. S. Jackson
32 Pasadena.....K. E. Boggs	184 Pasadena.....G. Gunyon	373 Puente.....Fred Snyder
64 Monrovia.....G. E. Proctor Jr.	211 Altadena.....H. L. Goodrich	458 Arcadia.....E. A. Kirby
68 Pasadena.....A. N. Delcamp	216 Los Angeles.....A. Morin	462 San Marino.....R. R. Manzel
75 Pasadena.....Tom Logan	247 Pasadena.....A. T. Schlendering	578 So. Pasadena.....J. Lathbury
146 San Gabriel.....F. A. Stefanich	280 Pasadena.....C. E. Gaskill	978 Pasadena.....O. J. Gaskill

District No. 2—Long Beach

W. D. GAUNTNER, Market Supervisor

48 Long Beach.....Geo. Scheuerman	157 Long Beach.....R. L. Vorhies	452 Long Beach.....C. Jones
51 Long Beach.....Glen Clark	214 San Pedro.....J. E. Harris	473 Long Beach.....E. Davidson
52 Long Beach.....C. H. Forbes	225 Long Beach.....Chas. Keys	476 Long Beach.....J. Miller
56 Long Beach.....C. Nelson	260 Long Beach.....J. W. Ewing	477 Long Beach.....F. Pamenon
	277 San Pedro.....J. F. Self	980 Long Beach.....C. Potter

District No. 3—Fullerton

L. C. SHEFFIELD, Market Supervisor

111 Fullerton.....Earl Stepp	220 Santa Ana.....J. Bonneville	241 Santa Ana.....H. Schuchardt
122 Whittier.....J. Searcy	221 Santa Ana.....J. Hester	242 Santa Ana.....R. Richards
161 Anaheim.....Jack Johnson	237 Huntington Bch...J. I. Shrewsbury	468 Fullerton.....R. L. Davidson

District No. 4—Riverside

J. W. GARVER, Market Supervisor

294 Elsinore.....Jeff E. Sherrrod	299 Ontario.....J. H. Steel	568 San Bernardino.....J. A. Wilson
296 Indio.....G. A. Wiotte	300 Redlands.....F. McCall	466 Victorville.....Fred A. Kroll
	364 Rialto.....Lesslie Smith	478 Banning.....Carl Kroll



Accounting department personnel, Los Angeles office. Left to right: L. Van Hoorebeke, Grace Mitchell, Ceries Pate, Evelyn Jones and Harry E. Jewett.

District No. 5**EARL NEFF, Market Supervisor**

43 Los Angeles	Maynard H. Blodgett	187 Los Angeles	Will Theo	270 Home Gardens	R. E. Sims
118 Los Angeles	N. F. Wentworth	190 Maywood	F. C. Herminghaus	274 Huntington Park	H. A. Maddox
138 Los Angeles	Carl Georg	236 Los Angeles	E. B. Mathias	356 Los Angeles	G. R. Parrett
156 Lynwood	R. W. Slosson	245 Los Angeles	Jim Sherman	372 South Gate	Herman Pickel
160 Los Angeles	Jack Kenkel	269 Los Angeles	Dan Loynds		

District No. 6**H. G. MCFARLAND, Market Supervisor**

123 Lankershim	Bert Johnson	200 Burbank	J. V. Wilson	232 Montrose	Jas. A. Kelso
155 Glendale	David S. Kerr	201 Glendale	Roy V. Bovey	252 Glendale	F. Schrotzberger
189 Eagle Rock	T. Schrotzberger	205 Glendale	R. H. McNeillley	259 Glendale	M. F. Shepherd
197 Los Angeles	H. R. Tamm	215 Glendale	Bud Wylie	374 Owensmouth	W. D. Wolfe
199 Tujunga	W. E. Evans	219 Glendale	W. C. Cartney	471 Glendale	Melvin A. Fuller

District No. 7**M. A. GLASS, Market Supervisor**

76 Ocean Park	A. H. Garland	179 Los Angeles	Geo. E. Walker	371 Los Angeles	R. D. Fox
91 Sawtelle	W. L. Wilbur	186 Palms	C. B. Gibbs	474 Los Angeles	K. L. D. Tinsley
97 Venice	H. Welchance	193 Los Angeles	A. Ploumt	865 Sawtelle	C. L. Burnett
101 Venice	Emmett Grimm	203 Venice	A. Morley	958 Los Angeles	T. H. Giles
163 Los Angeles	M. M. Davis	212 Santa Monica	J. A. Youngblood	975 Santa Monica	Edmond Langstaff
178 Westwood	L. H. Chapron	263 Carthay Center	L. DeGray	985 Los Angeles	Jack Sylvestri
		275 Sherman	G. C. Thomas		

District No. 8**W. A. KELEHER, Market Supervisor**

46 Los Angeles	Nemo Ellis	188 Los Angeles	Roscoe Rouse	456 Los Angeles	S. L. Holt
89 Los Angeles	G. A. Pinnell	191 Los Angeles	R. H. Chandler	461 Los Angeles	H. I. Owen
94 Los Angeles	W. V. Dickerson	210 Los Angeles	John E. Hendryx	469 Hollywoodland	C. C. Mann
105 Los Angeles	Chas. Dolan	231 Los Angeles	H. A. Dundas	911 Los Angeles	G. A. Wolfe
114 Los Angeles	Albert Biddison	233 Los Angeles	J. E. Young	982 Los Angeles	A. J. Wilson
162 Los Angeles	Bert Melvin	453 Los Angeles	J. N. Baker		

District No. 9**A. C. RIGGS, Market Supervisor**

47 Lomita	Joe Middleton	151 Willow Brook	O. L. Phelps	248 Redondo	Lonnie Harris
108 Redondo	Curt R. Richardson	154 Manhattan Beach	Joe Brandl	266 Los Angeles	G. J. Conterno
147 Torrance	R. L. Kyle	171 Inglewood	J. A. Jenkins	271 Los Angeles	R. E. Fryer
149 Gardena	C. B. Applegate	208 Compton	A. E. Kirkendall	281 Lawndale	John Yarbrough
		229 Redondo	John Kielhorn		

District No. 10**R. J. TANNER, Market Supervisor**

5 Los Angeles	L. F. Treen	139 Los Angeles	Theo. Carstens	213 Los Angeles	Floyd H. Gwilt
9 Los Angeles	Ted Wright	158 Los Angeles	Edwin L. Baker	255 Los Angeles	H. F. Errington
14 Los Angeles	Herman R. Johnson	170 Los Angeles	G. F. Busse	351 Los Angeles	A. L. Schick
62 Los Angeles	Felix Betz	194 Los Angeles	Frank H. Neff	454 Los Angeles	W. J. Charypar
93 Los Angeles	Harold DuCharme	207 Los Angeles	Elmer W. Zeller	457 Los Angeles	Albert H. Klatt
133 Los Angeles	Maurice Willey	209 Los Angeles	Grover C. Ray	943 Los Angeles	R. O. Goodart

District No. 11**H. T. MENERAY, Market Supervisor**

602 Palmdale	W. E. Wolfe	606 Bishop	R. D. Brickey	607 Lone Pine	R. E. Vincant
		605 Randsburg	J. A. Storch		

District No. 12**J. G. BELNAP, Market Supervisor**

1 Los Angeles	E. A. Santos	109 Los Angeles	W. H. Maxwell	254 Los Angeles	Jesse L. Walker
16 Los Angeles	Alfred Miller	168 Los Angeles	N. Gonzales	272 Los Angeles	C. C. McMullen
71 Los Angeles	Geo. C. Wilbur	176 Los Angeles	Ray G. Allen	472 Los Angeles	G. W. Farr
77 Los Angeles	A. W. Finn	183 Los Angeles	Claud Pulliam	979 Los Angeles	C. Holms
92 Los Angeles	W. Nichols	198 Los Angeles	G. H. Fox		

District No. 13**A. PAULSON, Market Supervisor**

24 Los Angeles	Ray Sepulveda	99 Los Angeles	E. W. Floyd	180 Los Angeles	C. C. Morris
27 Pasadena	O. B. Ellis	130 Alhambra	W. J. Timlin	202 Los Angeles	Myron T. Towle
35 Los Angeles	Carl Wiotte	132 Los Angeles	V. Altmeyer	204 Alhambra	R. Fletcher
73 Los Angeles	Ed. Krantz	145 Monterey Park	W. A. Pollard	235 Los Angeles	G. B. Reeder
98 Los Angeles	Alex Steiner	174 Belvedere	W. R. Stephenson	479 Los Angeles	J. C. Haas

PAY'N TAKIT DIVISION

1 Los Angeles..... O. R. Wardleigh

I have been in the employ of Safeway as a market manager for the past year and a half. I have found it very profitable to myself and enjoy my work very much; have also learned some very valuable information in regard to the meat business. My motto is "Make your work a pleasure instead of a burden." — G. SCHEUERMAN, manager market No. 48, Long Beach, Calif.

Friends of Ray Stoltz, manager market No. 51, are sorry to learn that he had to resign on account of ill health. Mr. Stoltz is leaving for Hot Springs, Ark., to take treatments of hot baths. The boys of district No. 2 wish him a speedy recovery. W. D. GAUNTNER, supervisor district No. 2.

* * *

SYMPATHY

Our most sincere sympathy is extended to Mr. Zielsdorf, manager of our Los Angeles printing department, on the very sudden loss of her husband, who was the manager of store No. 133.

* * *

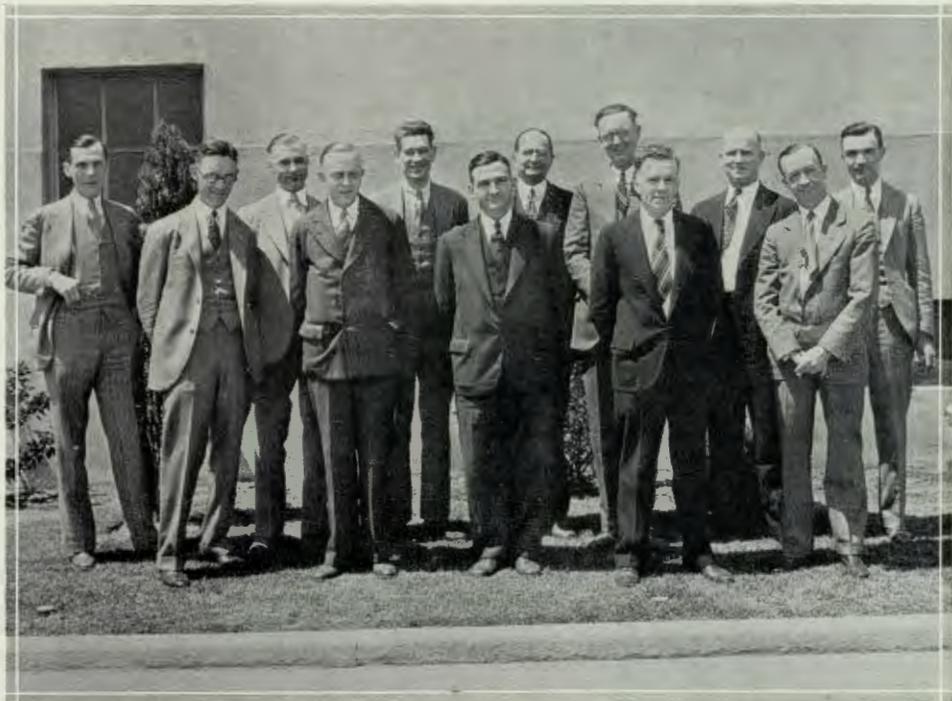
WHAT SAY?

Reading over the replies to his advertisement for an organist, the clergyman came across this:

"Dear Sir: Notice you have a vacancy for an organist and choirmaster, either lady or gentleman. Having been both for several years, I beg to apply for the position."



Buying staff of meat department, Los Angeles Division. Left to right: Pauline Jewett, A. Lynn, and Marcena Savoie.



Market supervisors of the Los Angeles district. Reading from left to right: J. W. Garver, A. C. Riggs, F. C. Martin, M. A. Glass, L. C. Sheffield, R. J. Tanner and H. G. McFarland. Front row, left to right: Earl Neff, A. Paulson, W. D. Gauntner, J. G. Belnap and W. A. Keleher.

GENERAL FOOD PRODUCTS CO.

Los Angeles

M. EDWIN COX, Associate Editor

WILLARD COOK, General Manager

W. H. BARTON, Office Manager

We introduce you to another member of the fastest growing chain store family in the world. General Food Products Company is a subsidiary of Safeway Stores, Inc., but is operated independently under the capable management of one of the Coast's leading candy executives. With the distinction of having the West's most modern candy factory and with the increasing support of the Safeway family, our concern is rapidly coming to the front.

W. H. Barton, the very popular young office manager, is proving to everyone that he is in earnest about this "father" business. A third son was added to his family several weeks ago. Mr. Barton is already telling about how his three boys are going to be great football players. It only takes one more to have a "four horsemen" combination all in the same family. We enjoyed the cigar anyway, Mr. Barton.

By the time this issue goes to press Mr. Cook will be in the Northwest for an extended business trip. His last words before leaving were to the effect that ample protection should be provided for him at each stop against the attacks of Safeway managers trying to rush him with orders.

Many unusual compliments were passed on the enormous box of candy which was displayed and partaken of at the Safeway-Piggly Wiggly party at Oakmont Country Club, mentioned elsewhere in this issue. This box was one of the largest ever seen. It is 45 inches long, 27 inches wide and 5 1-4 inches deep. That means that there is space for six layers with a net capacity of approximately 100 pounds, or about 4000 pieces. With an extensive advertising campaign, such as certain tobacco companies are using, we might be able to persuade every lover that this "little" box is absolutely the right size to present to his sweetheart or, under the heading of graduation gifts, I am sure we would be swamped with orders for them every year.

We are very much pleased to announce that J. E. O'Leary of New York City has been selected as the new superintendent of the factory. Mr. O'Leary has had very wide experience in candy factory operation, having been connected with several well known and highly rated concerns. He has been in the candy game for 23 years. We expect to gain much from his knowledge and we are sure that he will be delighted to become a member of the great multitude working toward the interest of the Safeway family.

MORE APPROPRIATE

"I hear your wife gave birth to triplets. Going to pass the cigars?"
 "No. I'm gonna pass the hat."

TULSA DISTRICT

A. R. JOHNSON, Associate Editor

L. L. WOOD, District Manager

H. E. THOMASON, Office Manager

H. W. STARK and L. E. ETCHER, City Supervisors

DEAN McDUGAL, Market Supervisor

PAUL YOUNG, Outside Supervisor

CHAS. NACHTMANN, Meat Buyer

A. R. JOHNSON, Produce Buyer

Office: 703 1/2 South Main St., Tulsa, Okla.

STORE LOCATIONS AND MANAGERS

- | | | |
|---------------------|---------|----------------------------|
| Tulsa, Okla. | 51..... | Burton Tydings |
| 1..... | 52..... | C. Carroll |
| 2..... | 53..... | C. P. Craig |
| 3..... | 54..... | Joe Newland |
| 4..... | 55..... | E. V. Benner |
| 5..... | | Sand Springs, Okla. |
| 6..... | 23..... | W. J. Overton |
| 7..... | | Drumright, Okla. |
| 8..... | 30..... | George Moland |
| 9..... | | Beggs, Okla. |
| 10..... | 33..... | R. P. McAnally |
| 11..... | | Okmulgee, Okla. |
| 12..... | 34..... | B. J. Skalecky |
| 13..... | 30..... | J. R. Sutton |
| 14..... | 48..... | Jack Russell |
| 15..... | | Henryetta, Okla. |
| 16..... | 35..... | E. J. Harkrider |
| 17..... | | Mounds, Okla. |
| 18..... | 37..... | Virgil Y. Cobbs |
| 19..... | | Yale, Okla. |
| 20..... | 40..... | L. F. Francis |
| 21..... | | Cushing, Okla. |
| 22..... | 41..... | Owen Phillips |
| 23..... | | Oilton, Okla. |
| 24..... | 45..... | G. L. Williams |
| 25..... | | Bristow, Okla. |
| 26..... | 46..... | Paul Roderick |
| 27..... | | Sapulpa, Okla. |
| 28..... | 50..... | W. R. Freeman |
| 29..... | | Depew, Okla. |
| 30..... | 56..... | Lloyd Frump |
| 31..... | | Stroud, Okla. |
| 32..... | 57..... | Roy B. Colclazier |
| 33..... | | Bixby, Okla. |
| 34..... | 58..... | Chas. Stith |
| 35..... | | Chickasha, Okla. |
| 36..... | 65..... | G. L. Collins |

MARKET LOCATIONS AND MANAGERS

- | | | |
|---------------------|---------|----------------------------|
| Tulsa, Okla. | 38..... | Floyd S. Gabel |
| 1..... | 39..... | Albert H. Harlow |
| 2..... | 44..... | H. Blockberger |
| 3..... | 47..... | Otho O. Oliver |
| 4..... | 49..... | Bert Smith |
| 5..... | 52..... | John Fulbright |
| 6..... | 53..... | G. D. Simmons |
| 7..... | 54..... | G. H. Rankin |
| 8..... | 55..... | John T. Fager |
| 9..... | | Sand Springs, Okla. |
| 10..... | 23..... | J. F. Fasken |
| 11..... | | Drumright, Okla. |
| 12..... | 30..... | Claude F. Whitley |
| 13..... | | Beggs, Okla. |
| 14..... | 33..... | J. R. Frederick |
| 15..... | | Okmulgee, Okla. |
| 16..... | 34..... | Chas. M. Butte |
| 17..... | 36..... | F. E. Blake |
| 18..... | 48..... | F. L. Ross |
| 19..... | | Henryetta, Okla. |
| 20..... | 35..... | Tom Fronberger |
| 21..... | | Yale, Okla. |
| 22..... | 40..... | John A. Wright |
| 23..... | | Cushing, Okla. |
| 24..... | 41..... | Leo J. Meistrell |
| 25..... | | Bristow, Okla. |
| 26..... | 46..... | J. H. Brunett |
| 27..... | | Sapulpa, Okla. |
| 28..... | 50..... | Bruce H. Lamar |
| 29..... | | |
| 30..... | | |
| 31..... | | |
| 32..... | | |



Interior of store No. 1014, Salina, Kan.

HUTCHINSON DISTRICT

DOROTHY WOLCOTT, Associate Editor

L. C. BRANEN, District Manager

MISS GRACE MCALLISTER, Office Manager

Office Address: 126½ Whiteside Bldg., Hutchinson, Kan.

STORE LOCATIONS AND MANAGERS

1001.....L. O. Warn	1009.....T. L. Bruckner
1002.....L. D. Greenwell	1010.....Max Henry
1003.....H. F. Smith	1011.....Joe Albertson
1004.....R. A. Ring	1012.....P. P. Loewen
1005.....L. L. Rudd	1013.....E. E. Kendall
1006.....R. N. Lucas	1014.....W. C. Marshall
1007.....J. A. Zitting	1015.....A. Hohbein
1008.....W. T. Linzy	



Store and Personal News

L. L. Rudd, manager of store No. 1005, Kinsley, spent his vacation in Idaho. We heard he caught a lot of fish, so we know he had a good time.

On June 14 W. C. Marshall, manager of store No. 1014, Salina, underwent an operation for appendicitis. We are glad to report that he is getting along finely and will soon be back on the job.



FLAVORING EXTRACTS

Q. How are these obtained?

A. A majority of natural essences are obtained by extracting the aromatic essential oil from the blossoms, fruits, fruit-rind or roots—or the whole plant. As generally known to the consumer, flavoring extracts consist of small percentages of true extracts, or essences or their chemical duplicates or imitations, in alcoholic spirits.

Q. Then there are two general classifications, (1) natural extracts and (2) imitations?

A. Yes, generally speaking. The imitations are produced by synthetical combinations of compound ethers, together with special oils or the extractive matter of true fruit, etc., the desired colors being obtained by the use of coal-tar dyes or vegetable tinctures.

Q. Then the natural essences are better?

A. Yes. Artificial extracts lack some of the richness of whole-oil extract. Care should be exercised to avoid using an excess of any imitation flavor, as the result may be unpalatable.

KANSAS CITY DISTRICT
PIGGLY WIGGLY STORES
C. K. WALDEN, Associate Editor

H. F. STEEN, *District Manager*
A. B. BROWN, *Office Manager*
J. G. RIFFE, H. D. SCHONE, K. E. CARLTON,
R. A. BROWN, N. T. THORNBURG, FRANK STEIGLER,
O. E. GEHRING and GLENN POWELL, *Supervisors*
Office and Warehouse: 2101 Broadway, Kansas City, Mo.

STORE LOCATIONS AND MANAGERS

Kansas City	
1.....	Lorraine Hays
2.....	W. J. Roesch
3.....	R. D. Hudson
4.....	L. B. Cunningham
5.....	E. J. Brugger
6.....	P. L. Neese
7.....	C. Hausworth
8.....	Paul Mahon
9.....	A. R. Rances
10.....	Ernest Roper
11.....	L. J. Martin
12.....	J. C. Hall
13.....	J. R. Curnutt
14.....	S. C. Masonbrink
15.....	R. H. Gadberry
16.....	W. R. Easton
17.....	O. A. Bartlett
18.....	V. W. Kerns
19.....	W. H. Breer
20.....	M. L. Nolte
21.....	H. C. Schafer
22.....	K. H. Harrington
23.....	M. Matise
24.....	G. R. Kelly
25.....	Irven Kresce
26.....	V. E. Smiley
27.....	M. G. Nolte
28.....	E. R. Schubert
29.....	D. O. Bell
30.....	H. E. Wilson
31.....	E. R. Linderman
32.....	R. W. Hemenway
33.....	N. E. Grafton
34.....	W. E. Beasley
35.....	S. Higgins
36.....	C. L. Kuhns
37.....	S. W. Jackson
40.....	J. W. Camp
41.....	W. F. Smith
42.....	C. C. Gibson
43.....	J. H. Weidmann
44.....	Sims McCranie
45.....	L. Carpenter
46.....	E. S. Stafford
47.....	K. E. Hunolt
48.....	H. M. Gordon
49.....	G. A. Walker
50.....	Joe Carolan
51.....	J. A. Kanoy
52.....	V. W. White
53.....	W. R. Apsley
54.....	J. M. Crowley
55.....	R. N. Beaver

MARKET LOCATIONS AND MANAGERS

Kansas City	
1.....	R. O. Medlin
2.....	C. V. Warren
3.....	B. C. Wylie
4.....	A. W. Carlson
5.....	Roscoe Kidd
6.....	A. L. Macev
7.....	W. K. Rohrich
8.....	C. F. Griffie
9.....	E. A. Acker
10.....	P. W. Barnhill
11.....	J. W. Gadwood
12.....	J. D. Stout
13.....	W. K. Swift
14.....	E. W. Osmann
15.....	J. A. Filbeck
16.....	E. L. Koetting
17.....	C. O. Allen
18.....	G. W. Terry
19.....	Harmon Jones
20.....	A. E. Green
21.....	John Pearce

46.....	J. H. Ryan	Moberly, Mo.
47.....	O. R. Butterfield	303..... F. C. Blaisdel
48.....	W. P. Gray	Marshall, Mo.
49.....	G. A. Weaver	304..... J. H. Bafford
50.....	Neil Dowell	Olathe, Kan.
51.....	J. A. Shields	305..... J. S. Miller
52.....	J. G. Ellsworth	Liberty, Mo.
53.....	Max Lucpold	306..... D. D. Maple
54.....	C. A. Griffiths	Excelsior Springs, Mo.
55.....	F. LaBorde	307..... H. H. Fantz
56.....	K. A. Woollen	Richmond, Mo.
57.....	R. W. Jones	308..... Claud Scott
58.....	E. J. Frazier	Higginsville, Mo.
60.....	C. G. Coe	309..... H. Heberling
61.....	F. M. Neil	Nevada, Mo.
62.....	C. J. Dugger	310..... C. R. Nelson
63.....	J. H. Westcott	Otawa, Kan.
64.....	H. E. Thompson	405..... J. M. Racey
66.....	J. H. Smith	Boonville, Mo.
401.....	H. P. Freeman	406..... S. A. Billingsley
402.....	R. C. Hepper	Slater, Mo.
Independence, Mo.		
38.....	V. A. Johnson	407..... B. E. Foster
39.....	I. R. Lynch	Lawrence, Kan.
67.....	Glenn Davies	409..... E. J. Mayer
Fairmount, Kan.		
59.....	Arthur Arnold	Parsons, Kan.
Sedalia, Mo.		
410.....	I. B. Jones	410..... I. B. Jones
Warrensburg, Mo.		
301.....	J. E. Stewart	411..... J. R. Brim
302.....	R. G. Burris	Atchison, Kan.
412.....	J. R. Harrison	412..... J. R. Harrison

Store and Personal News

NEW STORES

On May 4 Safeway store No. 408 was opened at Monett, Mo., with J. C. Suiter of Springfield as store manager and J. V. Foster as market manager.

Safeway store No. 409, at Lawrence, Kan., was opened May 18 with R. P. Thayer as manager. Mr. Thayer for the past three years has been manager of Piggly Wiggly store No. 44 in Kansas City. J. E. Mayer is in charge of the market.

G. H. Murray was transferred on this same date from manager of the Warrensburg, Mo., Piggly Wiggly store to Parsons, Kan., where he will be in charge of the new Safeway store there. This is one of the most attractive stores opened in the Kansas City district. I. B. Jones is market manager.

On May 22 Safeway store No. 411 was opened at Iola, Kan., with F. E. Wilmoth as manager. Mr. Wilmoth had been with the Kansas City Piggly Wiggly prior to his transfer to Iola. J. R. Brim is in charge of the market.

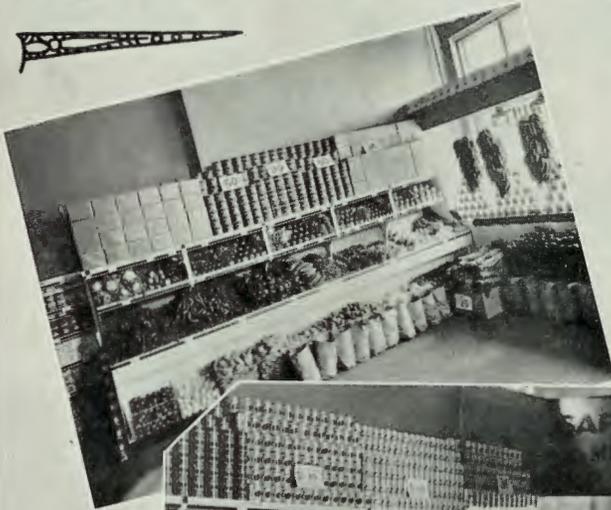
On May 25 Safeway store No. 412 was opened at Atchison, Kan. C. E. Thompson of Kansas City was appointed manager of the new store and J. R. Harrison is in charge of the market.

PROMOTIONS AND TRANSFERS

The following men have justified our placing them in charge of larger stores: Delbert Powell, store No. 403 to store No. 305; P. L. Neese, No. 18 to No. 6, and V. W. Kerns, No. 60 to No. 18.

E. C. Tuggle, meat buyer, and Neil McAdow, supervisor, have been transferred to Tulsa, Okla., where they will have the responsibility of developing Safeway stores in that territory. Both men have distinguished themselves in splendid service to the company and carry with them fine records. Mr. Tuggle has been succeeded by Charles Rolfe, formerly manager of market No. 20, and Glenn Powell, manager of store No. 305, Olathe, Kan., is the successor to Mr. McAdow.

Store N° 406. Boonville, Mo.



FRUIT AND VEGETABLE DISPLAY



MEAT MARKET



SHOWING THE "CREW"

GENERAL VIEW OF INTERIOR



OAKLAND DISTRICT

MISS MARIAN SMART, Associate Editor

H. J. LAWTON, District Manager

P. H. HENDERSON, Office Manager

L. V. SIGMAN, E. G. OLSEN, C. J. SPROAT,

F. W. STOFFER, and O. D. TOBYS, Store Supervisors

J. V. BROWNE and S. I. TURNELL, Buyers

Office Address: Box 774, Oakland, Calif.

STORE LOCATIONS AND MANAGERS

Oakland, Calif.

- 54.....C. L. Adams
58.....L. O. Baumgarten
70.....G. W. Paulson
78.....F. M. Hollingshead
80.....H. Carter
86.....C. E. Ogle
88.....J. W. Tremlett
94.....B. Truitt
126.....E. A. Corum
144.....V. Davis
152.....W. Dickman
170.....T. Campbell
180.....C. Smith
184.....C. E. Popc
186.....G. C. Hatfield
264.....T. Owen
194.....G. D. Erickson
260.....L. R. Williams
272.....A. Raether
274.....L. M. Connelly
308.....J. R. Hansen
338.....C. G. Kumpf
340.....L. I. Heater
344.....C. Gingrich
1123.....V. B. Coleman

Berkeley, Calif.

- 56.....D. J. Godfrey
64.....N. E. Durbin
76.....Quentin Reynolds
82.....D. Harmon
136.....L. G. Hall
174.....C. Oldaker
198.....T. M. Reed
254.....A. H. Sterling
292.....H. E. Ward
278.....G. W. Paulsen

Alameda, Calif.

- 60.....T. P. Raley

MARKET LOCATIONS AND MANAGERS

C. H. MURPHY, District Manager of Markets
R. C. VOSS, J. P. GARRISON, HENRY KOHLER and
P. S. PETERSON, Market Supervisors
W. H. DENNIS, Buyer

Oakland, Calif.

- 54.....H. Glockner
58.....Walter Miller
70.....J. Wanamaker
78.....Wm. W. Dietz
80.....W. W. Hammel
86.....R. H. Steeves
88.....G. C. Showalter
94.....E. Keller
126.....Joseph Adams
144.....E. G. Flores
152.....C. J. Leavitt
170.....H. T. McManus
180.....R. Bennet
264.....F. Sprotte
184.....L. Stewart
272.....Frank Kemp
274.....A. W. Wilkinson
186.....J. Keller
308.....F. McLaren
260.....M. Church
338.....C. A. McCully
340.....A. Bradley
344.....B. J. Fratus
1123.....R. C. Wheeler

Berkeley

- 56.....M. Miskovich
64.....Claude Swayze
76.....R. D. Darrow

- 316.....H. J. Hickenlooper
1122.....G. B. Noble

Napa, Calif.

- 296.....L. S. Manning
368.....C. A. Fordyce
1111.....E. A. Baker

Tracy, Calif.

- 294.....H. W. Clark

Richmond, Calif.

- 92.....A. L. Rice
298.....D. Sterling

San Leandro, Calif.

- 176.....H. A. Plemmons

Hayward, Calif.

- 146.....R. E. Halsebo
312.....E. D. Dixon

Martinez, Calif.

- 164.....H. F. Kecheley

Vallejo, Calif.

- 188.....E. C. Bateman
352.....V. Enlow

Pittsburg, Calif.

- 256.....C. E. Speck

Livermore, Calif.

- 326.....L. M. Brown

Walnut Creek, Calif.

- 328.....F. C. Pierce

Fairfield, Calif.

- 330.....J. B. Manuel

Vacaville, Calif.

- 348.....F. Bagley

Calistoga, Calif.

- 366.....C. F. Anderson

St. Helena, Calif.

- 370.....C. L. Arnold

Antioch, Calif.

- 374.....P. E. Vedel
1124.....B. L. Deaton

- Vallejo, Calif.
352.....G. Glover
188.....W. J. Jansson
Martinez, Calif.
164.....W. H. McGuire
Pittsburg, Calif.
256.....N. Di Maggio

- Livermore, Calif.
326.....Roy Miller
Vacaville, Calif.
348.....R. L. Howell
Antioch, Calif.
.....A. C. Wanek



Store and Personal News

A PRETTY WEDDING

On Saturday evening, June 29, Miss Alice Ingham, one of our stenographers, became the bride of Donald Gould at a pretty church wedding.

Alice made an attractive bride in white satin and lace and was attended by six bridesmaids and a maid of honor.

After the wedding a reception was held in a hall adjoining the church, at which refreshments were served to the several hundred guests.

We of the Oakland office wish Mr. and Mrs. Gould a life of happiness and success.

One of the several showers for Alice was given by the girls in the office at a delightful luncheon at the Women's City Club. She was presented with a set of Green Fostoria.



Store and market No. 348, Vacaville, and store No. 330, Fairfield, were transferred to the Sacramento district at the close of last month's inventory. We are very sorry to lose the three managers, F. Z. Bagley, R. L. Howell and J. B. Manuel, as their work in the Oakland district has been very satisfactory. We know that they will be a great help to Sacramento.

H. W. Clark, former manager of store No. 1123, is replacing Mr. Stoffer at No. 294, Tracy. Mr. Stoffer is coming to Oakland to act as supervisor. This has been a fine promotion for both men and we wish them a lot of luck in their new work.

N. Di Maggio is the new market manager at No. 256, Pittsburg. A. C. Wanek, salesman at market No. 188, Vallejo, is now manager of Market No. 374 at Antioch.

Vern Enlow, head salesman at store No. 296, Napa, has been promoted to the manager of store No. 352, Vallejo.



TRY IT

Henry: "I've just seen the world's greatest optimist."

George: "Who is he?"

Henry: "A fellow out room-hunting with a saxophone under his arm."



A HOT ONE

Caustic Critic: "Gee, but you have a lot of bum jokes in this issue!"

Editor: "Oh, I don't know. I put a bunch of them in the stove and the fire just roared."

PIGGLY WIGGLY DIVISION

RAOUL DORSAY, *Associate Editor*
 HARRY J. LAWTON, *District Manager*
 HARRY S. MOIR, *Office Manager*
 E. A. B. SMITH, TRACY S. WHITNEY, CARL LARSEN,
 RALPH C. HARDY and MISS EDNA SHREVE,
Store Supervisors
 JAMES TAYLOR, *Grocery Buyer*
 JOSEPH BRUZZONE and ANGELO TETTE, *Produce Buyers*

STORE LOCATIONS AND MANAGERS

- | | |
|------------------------------|----------------------------|
| Oakland, Calif. | Alameda, Calif. |
| 1..... G. Miyagawa | 3..... W. A. Gilmore |
| 2..... J. Rodrigues | 10..... S. Buck |
| 4..... John Golla | 38..... R. Hamilton |
| 5..... R. F. Myers | 46..... Geo. Colcord |
| 6..... M. Dunning | Berkeley, Calif. |
| 7..... C. Machado | 8..... H. W. Raymer |
| 9..... P. Gardner | 11..... G. Christensen |
| 15..... L. O. Weston | 14..... L. E. Clave |
| 18..... R. Van Hattan | 31..... A. Roddick |
| 19..... Wm. Walters | 37 (Mkt.)..... E. Straefer |
| 20..... A. W. Rolls | 35..... J. Pringle |
| 21..... Wm. Downton | 47..... T. Straefer |
| 22..... Ed. Giaconi | 50..... J. Valley |
| 23..... L. Sherbourne | 56..... E. Sanders |
| 24..... R. C. Rogers | 59..... C. Westman |
| 25..... W. Johns | 60..... R. Hewitt |
| 26..... R. W. Cline | 68..... Gene Bolduc |
| 28..... J. Solomon | Richmond, Calif. |
| 32..... L. Lervik | 12..... H. Milder |
| 33..... E. Hosteater | 86..... R. Hayward |
| 40..... R. Herrin | San Leandro, Calif. |
| 41..... J. Conn | 13..... L. Peterson |
| 42..... Lloyd Quick | 87..... J. V. Alves |
| 43..... H. Hamilton | 90..... J. Campbell |
| 45..... F. Gustavson | Martinez, Calif. |
| 48 (Mkt.)..... J. L. Smith | 27..... G. C. Adair |
| 51..... Clarence Bottemiller | Hayward, Calif. |
| 54..... N. Fawthrop | 29..... F. Greaves |
| 57..... H. Smith | Emeryville, Calif. |
| 58..... H. Jessiman | 36..... J. Weiner |
| 62..... I. Gogstad | Pittsburg, Calif. |
| 63..... J. Higgins | 39..... R. D. Lee |
| 64..... R. Prodder | Napa, Calif. |
| 67..... Phil Weiner | 52..... M. Williams |
| 69..... Bryon Morris | Albany, Calif. |
| 83..... H. Aylesworth | 55..... J. Bradley |
| 85..... C. H. Taber | El Cerrito, Calif. |
| 88..... R. Ryan | 66..... R. Sparks |
| 89..... E. G. Lind | |

MARKET LOCATIONS AND MANAGERS

C. H. MURPHY, *District Manager of Meats*
 R. C. VOSS, J. P. GARRISON, HENRY KOHLER and
 P. S. PETERSON, *Market Supervisors*
 W. H. DENNIS, *Meat Buyer*

- | | |
|--------------------------|-------------------------|
| Oakland, Calif. | 64..... T. Boone |
| 2..... F. H. Finke | 67..... L. Rose |
| 4..... J. Boushaw | 69..... Chas. Schreiber |
| 5..... H. Martin | 83..... B. Warren |
| 6..... Wm. Sherrill | 85..... G. Hagiat |
| 7..... A. Hagist | 88..... V. Massoni |
| 9..... O. Diehl | 89..... Dan Christensen |
| 15..... Fred Grassell | Alameda, Calif. |
| 18..... J. Pruden | 3..... M. Lundberg |
| 19..... Ed. Wilson | 38..... J. R. Cherne |
| 20..... W. J. Whitefield | 46..... C. Fernback |
| 21..... Sid Hammond | Berkeley, Calif. |
| 22..... E. Russell | 8..... Claude Tippett |
| 23..... D. Daniels | 11..... Joe Rubino |
| 24..... Don Singer | 14..... L. C. Callish |
| 25..... E. Ruebling | 31..... D. Laird |
| 32..... A. Campbell | 35..... A. Pinching |
| 40..... E. J. Jackson | 37..... V. Peptonone |
| 41..... B. Ehrenfried | 47..... O. Johnson |
| 42..... F. McPartland | 50..... Chas. Wyatt |
| 43..... E. W. Broulik | 56..... K. M. Leu |
| 45..... Dan Harris | 59..... Emil Baireuther |
| 48..... Val Latrell | 60..... Ed. Fife |
| 54..... C. J. Smith | 68..... C. F. Grassell |
| 57..... Less Codde | Richmond, Calif. |
| 58..... Wm. Seaton | 12..... Sam Totaro |
| 62..... R. Everett | 86..... Eugene Lanc |
| 63..... H. Stewart | |

- | | |
|----------------------------|---------------------------|
| San Leandro, Calif. | Emeryville, Calif. |
| 13..... Jos. Gerber | 36..... L. C. Krueger |
| 87..... Vincent McPartland | Napa, Calif. |
| 90..... W. Patterson | 52..... F. Abraham |
| Martinez, Calif. | Albany, Calif. |
| 27..... A. Lindenhovius | 55..... Louis Nelson |
| Hayward, Calif. | El Cerrito, Calif. |
| 29..... Wm. Rupp | 66..... Walter Smith |



Store and Personal News

Miss Alicia Gadberry, P.B.X. operator, is leaving the company to return to Seattle. This puts a damper upon us. During her stay with us she has made many friends and gained the reputation of having a voice with a smile. We hope that she won't forget us.

Ed. Giacone, manager store No. 22, has fallen victim to the prevailing epidemic of June madness. Some local jeweler is richer by the price of one enormous solitaire. "One by one the leaves fall."

Harry Moir, office manager of the Piggly Wiggly division, was given a birthday party by members of the office force on Friday, June 28. It was a complete and most dumfounding surprise to him, although things looked serious when he began to notice his usually industrious office force disappear one by one. The ice cream and cake also disappeared. Mr. Moir was * years of age. (*Deleted by censor.)

Mrs. Sally Stephens is leaving to spend two weeks on a vacation in the north. We value the smile we get almost as much as the check when we sign the pay roll.

We greet with a great deal of pleasure our recently employed office boy—Mr. Daniel Cohen. Dan has long legs and lots of pep. Contrary to tradition, however, he displays no interest in dime novels.

Lloyd Peterson, handsome manager of store No. 13, is saying goodbye to his bachelor friends. Sunday, July 7, is the date set for the execution.

George Watkins recently was promoted to fill the vacancy created by the transfer of H. N. Mock.

Mrs. Lauretta Edwards recently returned from a visit to Chicago. Being a native Chicagoan, she stoutly asserts that her native city is safer than Fourteenth and Broadway at noon.

Mrs. Mildred Blodgett enjoyed two weeks in Yosemite valley recently. She's back now, looking fine. Mr. B. is also sun-tanned.

The recent typical California weather has been the cause of our receiving some dirty looks when we slapped returning vacationers on the back.

Carl Allen has returned from a visit to Honolulu. We are not sure whether it was sun-tan powder or Hawaiian sunshine that caused it, but he's got a healthy look.

Mrs. Ruth Pyles recently startled the warehouse by announcing the arrival of quadruplets. She later qualified her remark by saying she meant canary birds.

Piggly Wiggly in Oakland District



ATTRACTIVE WINDOW DISPLAY
NO. 13 SAN LEANDRO



INTERIOR
VIEW
NO. 3 ALAMEDA



STORE
FRONT
NO. 38 ALAMEDA



LEFT: STORE
FRONT
NO. 13 SAN LEANDRO



RIGHT: INTERIOR
VIEW
NO. 38 ALAMEDA

ROSE BAKERIES DIVISION

MARY JANE DANIELSON, *Associate Editor*

Factory and Office: 22nd and Myrtle Sts., Oakland, Calif.

- B. J. ROSENTHAL, *Division Manager*
- R. RUSHING, *Office Manager*
- J. D. SCHNEIDER, *Bread Production Manager*
- R. E. HAMPTON, *Cake Production Manager*
- MRS. L. NEWTON, *Store Supervisor*
- Store Supervisors*

STORE LOCATIONS AND MANAGERS

Oakland, Calif.		88..... E. Bates
A..... H. Della Vedova	54..... U. Barnes	
C..... L. Sutton	62..... M. Pipher	
D..... A. Henry	89..... G. Weber	
1..... J. Canfield	258..... R. Davey	
2..... L. Cordray	1123..... E. Courtney	
4..... C. Bradshaw	Berkeley, Calif.	
5..... W. C. Smith	11..... W. Huser	
6..... M. Donath	14..... M. Sahlman	
7..... M. Danielson	31..... B. Smith	
8..... L. Luckenbaugh	35..... A. Van Pelt	
9..... G. De Ford	37..... E. Halstead	
15..... A. Markel	47..... A. Ramsing	
15..... J. Russ	56..... L. Schneider	
18..... R. Magliano	59..... C. Carmona	
19..... E. Dennis	60..... C. Jaycox	
20..... G. Paxton	68..... M. O'Neill	
21..... I. Zachman	254..... A. Beebe	
22..... R. Dopsen	San Leandro, Calif.	
23..... M. Tupper	13..... K. Whitbeck	
25..... R. Trimble	87..... M. Martin	
26..... E. Brothers	90..... A. Klaren	
32..... M. Funke	Hayward, Calif.	
40..... J. Ohls	29..... H. Hartman	
41..... M. Bull	Emeryville, Calif.	
42..... M. Burr	36..... J. Stanley	
43..... G. Colcord	Alameda, Calif.	
48..... L. Stewart	3..... A. Fay	
51..... N. Brown	38..... J. Chiappetto	
58..... M. Heath	46..... A. Hinkel	
64..... E. Henderson	1122..... A. Kettwig	
67..... O. Faight	Albany, Calif.	
69..... F. Little	55..... D. Wannop	
83..... G. Coates	El Cerrito, Calif.	
85..... E. Wallace	66..... H. Hodapp	

The entire company united in wishing Mrs. Pedersen better health in her new surroundings and presented her with a completely fitted traveling case. She was loved by all.

* * *

Irene Horn, formerly of store A of the Rose Baking Company, having proven herself capable and efficient, has taken over Mrs. Pedersen's duties of supervisor. Mrs. Horn has been in the company for three years, having started as manager of the bakery counter of store No. 18 in Oakland.

ALBUQUERQUE DISTRICT

MARIAN JACK, *Associate Editor*

J. A. JACOBAY, *District Manager*

MARIAN JACK, *Office Manager*

Office Address: P. O. Box 622, Albuquerque, N. M.

STORE LOCATIONS AND MANAGERS

Albuquerque, N. M.		East Las Vegas, N. M.
950..... W. E. Williams	952..... H. F. Leonard	
951..... W. H. Woodvine	Santa Fe, N. M.	
953..... R. M. Davis	954..... J. W. Dayley	
975..... W. E. Wolfe	Belen, N. M.	
981..... C. C. Baber	956..... R. B. Lorah	
Gallup, N. M.		
955..... C. J. Ward		

Store and Personal News

TRANSFERS

W. H. Woodvine, from Grand Junction district to store No. 951, Albuquerque, N. M.

R. M. Davis, from Delta, Colo., to store No. 953, Albuquerque.

C. J. Ward, from Belen, N. M., to Gallup, N. M.

R. B. Lorah from store No. 951, Albuquerque, to Belen, N. M.

* * *

We opened our ninth store in the Albuquerque district June 21. It is located at 916 N. Fourth street. C. C. Baber, former head salesman at store No. 950, is manager of this store.

Store and Personal News

SUPERVISOR LEAVES US

Margaret Pedersen, who has for six and a half years served the Rose Bakery Company of Oakland with the highest type of work, rising from bakery sales manager of Piggly Wiggly store No. 22, four years ago, to supervisor of approximately thirty stores, gave up her position on June 22 because of failing health. Mrs. Pedersen will move to Los Angeles, where she and her husband, John Pedersen, will make their home.

Smiling wistfully as she said goodbye to her friends, Mrs. Pedersen stated that she was proud to have been in the employ of such a high quality baking company which has always upheld every ideal and product it produced.

"Why, we only had three stores when I first started, and now there are sixty-two clean sales counters in Piggly Wiggly and other stores. I feel as though I were leaving an old pal when I leave our beautiful new, sanitary bakery. It is only with regrets and best wishes to my fellow workers and Mr. Bert Rosenthal that I leave."

BUTTE DISTRICT

MISS MARGARET HAGUE, *Associate Editor*

H. P. BROWN, *District Manager*

N. F. GRAHAM, *Office Manager*

Office Address: Box 1363, Butte, Mont.

STORE LOCATIONS AND MANAGERS

Butte, Mont.		Dillon, Mont.
167..... J. J. Wizer	173..... H. M. Warner	
175..... H. R. Richter	Bozeman, Mont.	
193..... R. E. Churchill	195..... R. K. Williams	
279..... L. H. Halland	Livingston, Mont.	
Anaconda, Mont.		267..... A. A. Boberg
169..... M. R. Leslie	Hamilton, Mont.	
Missoula, Mont.		389..... L. S. Maynard
361..... S. E. Johnson	Deer Lodge, Mont.	
385..... J. E. Parmenter	171..... L. A. Small	

LA GRANDE DISTRICT

MISS IRENE CAMPBELL, Associate Editor

W. A. BERRY, District Manager

IRENE CAMPBELL, Office Manager

Postoffice Address: Box 712, La Grande, Ore.

STORE LOCATIONS AND MANAGERS

<p>La Grande, Ore.</p> <p>65.....W. A. Berry</p> <p>359.....H. E. Cook</p> <p>Baker, Ore.</p> <p>269.....E. A. Rudolph</p> <p>443.....S. S. Head</p>	<p>Elgin, Ore.</p> <p>545.....O. A. Hickman</p> <p>Enterprise, Ore.</p> <p>103.....B. L. Smith</p> <p>Wallows, Ore.</p> <p>439.....C. L. Bales</p>
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It is with regret that we report the death of the mother of L. J. Rushton of store No. 949, Canon City. We all offer our deepest sympathy to Mr. Rushton in his bereavement.

W. A. Tucker, store manager in the Wichita district, came back to Colorado for his vacation. Mr. Tucker was formerly in the Pueblo district and it did seem good to have him in the office again. He stopped to say a few words on his way up to Creede, Colo., and on his way back came in to show us what a beard could do in a week when roughing it. His did about seven-eighths of an inch. And then, too, he had a few fish stories to tell.

W. W. Maxwell, store manager in El Paso, Tex., came in to the office to say "hello" on his way back from a vacation trip. Whenever anybody connected with the organization is in Pueblo, we hope they will stop in at the office to get acquainted.

Miss Elizabeth Ogden is a new addition to our office force, and she seems to like being with us just as much as we enjoy having her.

AN ORATOR'S ANSWER

If you ask the ordinary man what two and two makes, he will tell you "four," but if you ask a political orator he will probably say something like this:

"My fellow countrymen, when in the course of human events it becomes necessary to denominate the result when an integer of the second class is combined, added to, or united with a similar digit of the second power, this is the result—and I say it without fear of successful contradiction, for I have as my authority the great science of mathematics, which the great George Washington, father and first President of this wonderful country of ours, with its rock-ribbed hills of everlasting granite and templed rills of pure and sparkling water — George Washington, I say, believed in mathematics. And Abraham Lincoln, noble rail splitter and savior of this one and indivisible nation, time and again expressed his confidence in the incorruptibility of mathematics. The result, then, my friends, of this arithmetical process, wherever the bright and gleaming stars and stripes may wave, is now and always will be four."

SAN JOSE DISTRICT

MISS K. KALB, Associate Editor

FRANK PRINGLE, District Manager

MISS M. E. ROBERTS, Office Manager

Office Address: 40 N. Morrison Ave., San Jose, Calif.

STORE LOCATIONS AND MANAGERS

<p>San Jose, Calif.</p> <p>96.....H. Crocker</p> <p>148.....R. E. Aikins</p> <p>150.....A. Boitano</p> <p>119.....B. Deaton</p> <p>120.....J. Saunders</p> <p>Santa Clara, Calif.</p> <p>158.....P. Selaya</p> <p>Santa Cruz, Calif.</p> <p>160.....J. C. Preble</p> <p>Palo Alto, Calif.</p> <p>162.....L. C. Rees</p> <p>Los Gatos, Calif.</p> <p>166.....F. Frasco</p> <p>Gilroy, Calif.</p> <p>168.....M. E. Cunningham</p>	<p>Pacific Grove, Calif.</p> <p>178.....C. R. Jones</p> <p>Mountain View, Calif.</p> <p>190.....J. R. Bosse</p> <p>Redwood City, Calif.</p> <p>192.....R. L. Spencer</p> <p>Watsonville, Calif.</p> <p>196.....A. H. Borland</p> <p>324.....L. Atkin</p> <p>Salinas, Calif.</p> <p>322.....E. A. Wilkins</p> <p>Hollister, Calif.</p> <p>336.....G. L. Inman</p> <p>New Monterey, Calif.</p> <p>110.....F. A. Roberts</p>
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MARKET LOCATIONS AND MANAGERS

A. PAULSON, District Manager of Markets

<p>San Jose, Calif.</p> <p>96.....J. A. Hail</p> <p>148.....Geo. Nutt</p> <p>150.....S. L. Cina</p> <p>1119.....J. Le Febvre</p> <p>1120.....C. B. Cunningham</p> <p>Santa Clara, Calif.</p> <p>158.....R. J. Chadwick</p> <p>Palo Alto, Calif.</p> <p>162.....L. Zumwalt</p> <p>Los Gatos, Calif.</p> <p>166.....A. L. Clark</p> <p>Gilroy, Calif.</p> <p>168.....Roy W. Rae</p> <p>Pacific Grove, Calif.</p> <p>178.....E. Nooney</p>	<p>Mountain View, Calif.</p> <p>190.....R. Allen</p> <p>Redwood City, Calif.</p> <p>192.....H. Conacher</p> <p>Watsonville, Calif.</p> <p>196.....R. J. Mulcahy</p> <p>324.....U. Hinman</p> <p>Santa Cruz, Calif.</p> <p>160.....K. Caldwell</p> <p>Salinas, Calif.</p> <p>322.....T. J. Baher</p> <p>Hollister, Calif.</p> <p>336.....H. L. Mandeville</p> <p>New Monterey, Calif.</p> <p>1110.....Orto Ilg</p>
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VANCOUVER DISTRICT

MISS ISOBEL HARTWELL, Associate Editor

GEO. E. JUNE, District Manager

W. J. WARREN, Office Manager

J. W. BROGAN and R. D. McCLEAN, Supervisors

D. MACFARLANE, Buyer

Office Address: 402 Pender St., W., Vancouver, B. C.

STORE LOCATIONS AND MANAGERS

<p>Vancouver, B. C.</p> <p>1.....A. Foulds</p> <p>2.....S. T. Lodge</p> <p>3.....W. Robbins</p> <p>4.....H. E. Durban</p> <p>5.....A. Witter</p> <p>6.....T. Mundae</p> <p>7.....E. Hannify</p> <p>8.....R. Scott</p> <p>9.....B. Brocklesby</p> <p>11.....G. Morgan</p> <p>12.....T. Brimacombe</p> <p>13.....A. Walker</p> <p>14.....E. C. Chappell</p> <p>15.....Geo. Rice</p> <p>16.....D. L. Rembaugh</p> <p>17.....L. Brumback</p> <p>18.....T. J. Jervis</p>	<p>20.....R. C. Stevenson</p> <p>22.....G. Eacott</p> <p>24.....G. E. Sherwood</p> <p>26.....W. H. Henshall</p> <p>27.....W. Eisner</p> <p>29.....J. W. Marshall</p> <p>32.....E. P. James</p> <p>Chilliwack, B. C.</p> <p>10.....R. T. Johnston</p> <p>North Vancouver, B. C.</p> <p>19.....R. Blackwell</p> <p>Abbotsford, B. C.</p> <p>23.....H. A. Palson</p> <p>Mission, B. C.</p> <p>25.....B. Schaefer</p> <p>West Vancouver, B. C.</p> <p>31.....J. Johnston</p> <p>Mail Order.....I. Hartwell</p>
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MARKET LOCATIONS AND MANAGERS

G. M. GOLDSMID, District Manager of Markets

<p>Vancouver, B. C.</p> <p>2.....J. Pearson</p> <p>5.....D. Sinclair</p> <p>11.....R. McSavoney</p> <p>16.....A. E. Bull</p> <p>18.....L. Davis</p> <p>20.....A. Mullen</p> <p>21.....T. Sprout</p> <p>22.....F. Newton</p>	<p>Chilliwack, B. C.</p> <p>10.....C. Johnson</p> <p>North Vancouver, B. C.</p> <p>19.....S. Lowden</p> <p>Abbotsford, B. C.</p> <p>23.....M. Cumming</p> <p>Mission, B. C.</p> <p>25.....J. Mercer</p>
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LINCOLN DISTRICT

MINNIE RIEFB, Associate Editor

C. B. ANDERSON, *District Manager*
 D. R. MCGRAW, *Office Manager*
 J. W. O'LAHEY, *Supervisor*
 D. J. BRAWNER, *Buyer*

Office Address: 138 North Tenth St., Lincoln, Neb.

STORE LOCATIONS AND MANAGERS

Lincoln, Neb. 901.....C. W. Graves 905.....F. L. Nagel 906.....L. I. McKay 907.....Lon Johnson 908.....S. G. Cooper Nebraska City, Neb. 910.....E. F. Peacock Superior, Neb. 912.....W. L. McDowell Havelock, Neb. 922.....Earl Johnson Wymore, Neb. 914.....D. E. Beer Beatrice, Neb. 902.....V. H. Mendenhall Fairbury, Neb. 903.....T. H. Zimmerman Crete, Neb. 904.....K. P. Harwood Falls City, Neb. 919.....L. J. McFarland	Wahoo, Neb. 925.....E. A. Webb Seward, Neb. 930.....F. F. Armand Auburn, Neb. 931.....J. E. Green Hebron, Neb. 933.....C. H. Zimmerman David City, Neb. 970.....A. J. Smejkel Belleville, Kan. 913.....D. G. Donovan Sabetha, Kan. 937.....L. L. Wendell Seneca, Kan. 938.....John Kesi Marysville, Kan. 939.....O. Saunders Clay Center, Kan. 972.....M. E. Hannify
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MARKET LOCATIONS AND MANAGERS

P. VAN WAGENEN, *Market Supervisor*

Lincoln, Neb. 901.....E. A. Harris 905.....Geo. Jeffers 908.....O. Humann	Havelock, Neb. 922.....Ray Gaudreau Beatrice, Neb. 902.....H. Yost
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PIGGLY WIGGLY DIVISION

LAURA ROONEY, *Associate Editor*
 C. B. ANDERSON, *District Manager*
 D. R. MCGRAW, *Office Manager*
 R. C. CURTIS, *Supervisor*
 Office: 138 No. Tenth St., Lincoln, Neb.

STORE LOCATIONS AND MANAGERS

Lincoln, Neb. 201.....M. Unger 202.....Paul Barker 203.....Wm. Harling 204.....C. L. Davison 205.....Harold Sanders 206.....J. E. Langston 207.....Zalmon Peck 208.....W. E. Wright 209.....W. F. Gartrell 210.....Paul Blinde 211.....John Kaiser	212.....Earl Haberman 213.....L. Quinlan Beatrice, Neb. 301.....D. C. Theobald 302.....John Kennedy Fairbury, Neb. 303.....A. W. Imming Nebraska City, Neb. 306.....I. A. Mattson Falls City, Neb. 309.....E. E. Glasgow
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MARKET LOCATIONS AND MANAGERS

P. VAN WAGENEN, *Market Supervisor*

Lincoln, Neb. 201.....Ray Shoemaker 202.....Dan Hlavaty 207.....L. E. McConnell	208.....Eldon Hubbert Fairbury, Neb. 303.....Louis Jankouski
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S. J. Smejkel, former salesman at store No. 925, Wahoo, has been promoted to manager at store No. 970, David City, and John Kesi, former salesman at store No. 912, Superior, is now managing store No. 938, Seneca, Kan. We offer them sincere congratulations and wish them success in their new locations.

The future looks bright for store No. 938, since John Kesi took unto himself a life partner. We have not learned the bride's name. She comes from Topeka, Kan., and we wish them the best of success in life.

P. Van Wagenen, from Pocatello, is our new market supervisor. We welcome Mr. and Mrs. Van Wagenen and children to our midst and hope they will like our district as well as Pocatello. We all join in wishing Mr. Van Wagenen the most of success in his promotion and give him our hearty co-operation.

Mr. and Mrs. Frank Stone and two children, from Idaho Falls, arrived in Lincoln on June 6, and are now Lincoln district Safewayites. Mr. Stone is an addition to our bookkeeping department.

* * *

PIGGLY WIGGLY NEWS ITEMS

Mr. and Mrs. Zalmon Peck announce the arrival of a seven and one-half pound baby boy, Richard Dale, born June 25. We congratulate them. Mr. Peck is in store No. 207, Lincoln.

Al Richardson, manager of store No. 208, Lincoln, has been obliged to leave us because of his health. We are sorry to see him go and wish him a speedy recovery.

W. E. Wright of Salt Lake City is now manager of store No. 208, in Lincoln. His store is prospering and we wish him continued success in Lincoln.

Our stores at Fairbury, Neb., narrowly escaped damage in a rather severe windstorm this last month, but some charm of good luck seemed to be with them and they came through unharmed.

Another of our Lincoln Piggly Wiggly boys has joined the ranks of the happily married. Edward Groulik of store No. 208, Lincoln, was married June 19 to Miss Irene Wacha of Clarkson, Neb. We extend our congratulations to them.

HONOLULU DISTRICT

(PIGGLY WIGGLY STORES)

J. VERNAL PICKFORD, *District Manager*

Office Address: 1250 Punchbowl Street

STORE LOCATIONS AND MANAGERS

Honolulu, T. H. 1.....Gale Ackerman 2.....Mainard Austin 3.....Ross Peters 4.....John Anderson	5.....Fred Bryant 6.....Edward Tsubaki Wahiawa, T. H. 7.....Acors Hinkley
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MARKET LOCATIONS AND MANAGERS

Honolulu, T. H. 1.....Abraham Werner 2.....Ed Ching	3.....Rudolph Tarmann 4.....Leo Martin 5.....Jas. Nowdesha
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Store and Personal News

SAFEWAY NEWS ITEMS

Our district manager, C. B. Anderson, was forced to take a leave of absence on account of ill health. We feel sincere regret at seeing Mr. Anderson leave.

Visitors at our office during the month of June were M. B. Skaggs, L. J. Skaggs and Thomas Haynes. We also had the pleasure of meeting T. B. Cuthbert, our new auditor, who visited with us several days.

WICHITA DISTRICT

JO WOLCOTT, Associate Editor

R. M. KLINGHAMER, District Manager
W.M. INGALLS, Office Manager
J. O. NELSON, Supervisor

Office Address: 1702-4-6 West Douglas, Wichita, Kan.

STORE LOCATIONS AND MANAGERS

- | | | |
|-----------|------------------|----------------------------|
| 1030..... | Wm. Golecke | El Dorado, Kan. |
| 1031..... | H. E. Wiltse | 1020.....H. E. Christensen |
| 1032..... | L. L. Leach | Peabody, Kan. |
| 1033..... | O. Bates | 1021.....B. D. Flinn |
| 1034..... | L. T. Eisenbarth | Anthony, Kan. |
| 1035..... | B. B. Larimore | 1022.....Carl Turnbow |
| 1036..... | W. H. Smith | Augusta, Kan. |
| 1037..... | T. H. Hill | 1023.....O. G. Smith |
| | | Winfield, Kan. |
| | | 1024.....L. A. Patterson |
| | | Newton, Kan. |
| 1038..... | Evertt Riley | 1025.....John Saunders |
| | | Caldwell, Kan. |
| | | 1026.....A. E. Stone |
| | | Kingman, Kan. |
| 1039..... | Edw. Peterson | 1027.....W. Shepherd |
| | | Arkansas City, Kan. |
| | | 1028.....Robt. Armstrong |
| | | Wellington, Kan. |
| 1040..... | G. H. Collins | 1029.....W. A. Tucker |
| | | |
| | | |
| | | |
| 1041..... | R. R. Crow | |

MARKET LOCATIONS AND MANAGERS

- | | |
|--|----------------|
| C. C. BURKMAN, District Manager of Markets | |
| Wichita, Kan. | |
| 1030..... | Frank Bender |
| 1031..... | A. L. Adams |
| 1032..... | S. Wright |
| 1033..... | J. C. Wright |
| 1034..... | C. E. Johnson |
| 1035..... | D. Welch |
| 1036..... | C. W. Forney |
| 1037..... | R. W. Hay |
| Wellington, Kan. | |
| 1029..... | Chas. Snyder |
| Hutchinson, Kan. | |
| 1007..... | G. L. Dean |
| 1006..... | W. C. Myers |
| El Dorado, Kan. | |
| 1020..... | C. M. Phillips |
| Arkansas City, Kan. | |
| 1028..... | E. Hedman |
| Winfield, Kan. | |
| 1024..... | C. R. Haddock |
| Newton, Kan. | |
| 1025..... | R. W. Todd |

Store and Personal News

TRANSFERS

Ivan Bright has been transferred from store No. 1022 at Anthony to store No. 1040, Kiowa. J. R. Smith is now working at Anthony, having been transferred from Newton.

John Parsons, from the Winfield store, is now working at store No. 1033, Wichita.

L. J. McFarland left us about June 10 for Falls City, Neb., where he will manage a store. He seemed quite glad to return to Nebraska soil after spending a year in Kansas.

John Saunders, from the San Jose district, has taken Mr. McFarland's place as manager at Newton. We know Kansas is a little different from California, but we hope he likes it just the same.

We have a new market in this district this month. We opened No. 1006 in Hutchinson June 21. W. C. Myers, who has been working at market No. 1037 at Wichita, is manager. We wish him lots of success in the new market.

Visitors in our office this month were L. J. Skaggs and L. C. Branen; also Miss McAllister and Miss Wolcott, both from the Hutchinson district.

We wish that some one would take it upon himself to report all marriages to the office. F. J. Shanley, at Newton, was married this month. We wish to congratulate Mr. and Mrs. Shanley.

Vacationists this month were Mr. Christensen, who went to Utah, and Mr. Tucker, who went to Colorado. Mr. Tucker had a good time, we know, so we had him write a few words about it.

* * *

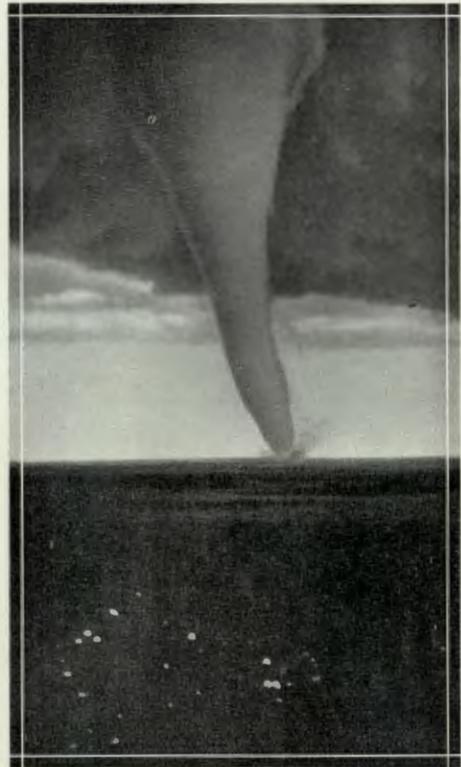
TUCKERS ENJOY VACATION

We left Wellington at 9 o'clock on a sunny June morning and were in Pueblo (our old camping ground) by 11 the same evening. It seemed good to return to the Pueblo stores and visit with our friends there. We found Mr. Martens just as jolly as ever.

From there we drove into the Colorado mountains above Creede and enjoyed a week of outdoor life. We had all of those good speckled mountain trout we could eat, and found the chilly evenings quite a contrast to the Kansas heat. Every morning we had to break through a quarter of an inch of ice, and I'll tell you there isn't any ice in Kansas just now.

But Kansas isn't half bad after all and we are glad to be home again and to keep busy selling Safeway groceries. — W. A. TUCKER, manager store No. 1029, Wellington, Kan.

* * *



This is just a little bit of Sunday evening excitement—a tornado which struck a few miles west of Kiowa, Kan. Thought maybe we'd let the rest of you know that we are up and coming.—The Gang at store No. 1040, Kiowa.

Cecil Prier of the bakery was married this month. The bakery celebrated by having a little party for him and the bride down in the bakery one evening. Congratulations.

Miss Joyce Anne Bates and Miss Joan Claire Wiltse are two new arrivals in this district. They are tiny, but oh, how mighty! We wish to congratulate the happy parents.

BILLINGS DISTRICT

CATHERINE REED, Associate Editor

R. L. MAYNARD, District Manager

CATHERINE REED, Office Manager

STORE LOCATIONS AND MANAGERS

Billings, Mont.		Red Lodge, Mont.	
579.....Mell Palmer	587.....H. R. Thomas		
581.....F. W. SettergrenPowell, Wyo.		
Laurel, Mont.		Cody, Wyo.	
585.....S. M. Clark	591.....T. J. Howell		



Store and Personal News

We had as visitors this month L. L. Skaggs, L. J. Skaggs and L. S. Skaggs. We were very glad to see all of them.

Before the July issue is placed in the mails we will have another of our stores in operation at Roundup, Mont. We also plan on the opening of several other new units in the near future.

Billings district received its first car of California watermelons recently. We expect to do a nice holiday business on them.

BOISE DISTRICT

MISS VERLAND PENROD, Associate Editor

PAUL STRATTON, District Manager

Mrs. L. L. HILLIKER, Office Manager

M. E. ARNOLD, Market Supervisor

Office Address: P. O. Box 408

STORE LOCATIONS AND MANAGERS

Boise, Idaho		Nampa, Idaho	
21.....F. J. Braun	45.....A. J. Tucker		
25.....L. Mendiola	521.....W. A. Baker		
407.....T. H. Eldridge	Weiser, Idaho		
Payette, Idaho		77.....J. E. Egle	
23.....T. E. Hogg	Emmett, Idaho		
Caldwell, Idaho		503.....A. K. Cloninger	
33.....W. E. Fuller	Burns, Ore.		
Ontario, Ore.		183.....P. Tiller	
185.....D. Schas			

MARKET LOCATIONS AND MANAGERS

Boise, Idaho		Nampa, Idaho	
21.....M. E. Arnold			
25.....L. M. Brown	45.....H. J. Moulding		
Caldwell, Idaho		521.....R. F. England	
33.....J. L. Edmunds			



Store and Personal News

Our district was very fortunate this month in having so many visitors. L. S. Skaggs and J. T. Young were here to see how our new bakery was coming along.

Miss O'Brien made two visits to our district this time, once to audit the books and the other was just to say hello.

B. L. Smith from Enterprise, Ore., and L. C.

Burnham from Rupert, Idaho, visited the district while on their vacations.

Jack Marshall stopped in Boise a couple of weeks ago.

D. Schas has returned from his vacation and is again at work in his store at Ontario, Ore.

L. Mendiola of store No. 25, Boise, Idaho, has just returned from his vacation. We haven't heard how he enjoyed the trip, but he steps around the store as though he enjoyed being back among the Safewayites.

W. E. Fuller of store No. 33, Caldwell, Idaho, is now enjoying his vacation.

J. W. Stanton of market No. 47, Hillsboro, Ore., just surprised us with a call.

Mr. Stratton, our district manager, is supporting a new Chrysler. Just when he got it remains a mystery and whether it's a coupe or a sedan, a "60" or a "70," is another mystery. Here's hoping he doesn't violate the stop signs in testing out its speed.



A PLEASANT OUTING

Early Sunday morning, June 23, the Tucker and Stratton families left Boise for "somewhere in Idaho." Crooked River, about twenty miles beyond Idaho City, was finally selected. The fishing was nothing to brag about, but enough were finally coaxed upon the bank for a mess, and they surely tasted good, even though cooked in a pie plate and without flour.

The elevation on Crooked River is perhaps 5000 feet. The snow had just been gone long enough so that the green things were at their best.



Another place visited was Idaho City, which is quite a historic place, being Idaho's first town of any size. In the sixties its population was greater than that of San Francisco—over 20,000. Hundreds of millions in placer gold was taken from the Boise Basin, as the country around Idaho City as called. Today some of the "diggins" are being worked by Chinamen, but as a whole the Basin is deserted. For miles the road runs through great piles of gravel and rocks thrown up in the mad scramble for "dust."



Interior view of store No. 77, Weiser, Idaho.

SAN DIEGO DISTRICT

CLARA LINDENMAN, Associate Editor

W. J. CONNOR, District Manager
 JAS. B. KING, Office Manager
 B. D. GREENE, Supervisor

District Office Address: P. O. Box 58, San Diego, Calif.

STORE LOCATIONS AND MANAGERS

- | | |
|-------------------------|-------------------------------|
| 401.....F. R. Alden | 420.....National City, Calif. |
| 402.....R. B. Haney | 421.....H. P. McCabe |
| 403.....A. J. East | 422.....Oceanside, Calif. |
| 405.....B. F. Boyle | 423.....P. E. Lombard |
| 407.....O. B. Dowell | 424.....Escondido, Calif. |
| 411.....Jos. Tobias | 425.....W. L. Ryker |
| 413.....B. T. Reid | 426.....La Mesa, Calif. |
| 414.....J. O. Dowell | 427.....H. Judson |
| 415.....W. S. Butters | 428.....Encinitas, Calif. |
| 416.....L. I. Wirth | 429.....E. L. Wright |
| 417.....F. R. Bliss | 430.....Mission Beach, Calif. |
| 418.....H. J. Waller | 431.....F. M. Boyer |
| 421.....G. H. Traphagen | 432.....Ocean Beach, Calif. |
| 424.....H. C. Seek | 433.....C. A. Gardner |
| 426.....A. R. Kallaus | 434.....Holtville, Calif. |
| 429.....F. L. Langley | 435.....R. C. Redding |
| 439.....W. H. Jones | 436.....Calipatria, Calif. |
| 142.....W. H. Gibbs | 437.....S. T. Sutherland |
| Solano Beach, Calif. | 438.....Brawley, Calif. |
| 404.....H. E. Freeman | 439.....L. E. Foreman |
| East San Diego, Calif. | 440.....E. T. Belt |
| 406.....Don Oursler | 441.....Calexico, Calif. |
| Coronado, Calif. | 442.....G. L. Steed |
| 408.....E. A. Wright | 443.....Imperial, Calif. |
| 430.....P. H. Donahue | 444.....R. H. Zahler |
| Point Loma, Calif. | 445.....El Centro, Calif. |
| 409.....L. I. Clark | 446.....D. E. Gustafson |
| Carlsbad, Calif. | 447.....Fallbrook, Calif. |
| 410.....V. A. Summers | 448.....J. H. Maddox |
| La Jolla, Calif. | 449.....El Cajon, Calif. |
| 412.....M. A. Early | 450.....J. E. Huntoon |
| Chula Vista, Calif. | 451.....San Ysidro, Calif. |
| 419.....M. E. Mantle | 452.....Frank Barron |

Store and Personal News TRANSFERS

- O. B. Dowell, formerly salesman store No. 417, now manager store No. 407.
- H. J. Waller, formerly manager store No. 437, now manager store No. 418.
- F. L. Langley, formerly of the Los Angeles district, now manager store No. 429.
- H. E. Freeman, formerly salesman store No. 437, now manager store No. 404.
- L. I. Clark, formerly manager store No. 418, now manager store No. 409.
- C. A. Gardner, formerly of the Los Angeles district, now manager at store No. 431.
- R. H. Zahler, formerly salesman store No. 438, now manager store No. 437.

* * *

R. C. Redding, manager store No. 432, Holtville, writes in that the thermometer there registers 115 degrees (on June 21) and that in another two weeks the natives expect it to get a little warm.

Our supervisor, B. D. Greene, was very much put out about the remarks about his fishing ability in the last issue of Uno Animo, so together with G. H. Traphagen, manager store No. 421, and W. H. Gibb, manager store No. 442, he hid himself to Morena Dam on June 23 to see what he could do. Evidently, from the picture of Mr. Greene and his fish, he sure knows how to catch them. He says they caught so many they had to throw them back into the lake again. Now, how's that, Mr. Greene?

Alvin Sherwood, of the vegetable department, says he has a little flapper at his house now, in the person of little Constance Sherwood, born June 2. Mother and baby are getting along splendidly.

All the available news, this month, seems to be babies and marriages, but we just heard that Earl Evans, also of the vegetable department, is the proud daddy of a baby girl, born June 7. They have named the little one Jaqueline. Earl was sure fussed when we asked him what they had named the new arrival, etc. Congratulations, Earl.

UNPROFESSIONAL

Burglar (about to give his son a thrashing): "Mind you, this is not so much for pinching the jam, but for the careless way you've left your fingerprints about."—*London Passing Show.*

* * *

EASY CURE

White: "Do you know, I'm losing my memory? It's worrying me to death."

Brown (sympathetically): "Never mind, old chap. Just forget all about it."—*London Answers.*



B. D. Greene and his fish.



Store No. 417, San Diego, Calif. Left to right: Maurice Myers; F. R. Bliss, manager, and John Valenzuela.

PHOENIX DISTRICT

PAY'N TAKIT STORES
CECILE SWADER, Associate Editor

JOHN H. W. CHAMPION, *District Manager*
JOHN D. DAVIS and JOHN B. STEPHENS,
Supervisors Central Arizona

HARRY MOORE, *Supervisor Northern Arizona*
J. W. YEARY, *Supervisor Southern Arizona*

VERN WELKER, *Supervisor Eastern Arizona*

STORE LOCATIONS AND MANAGERS

- | | |
|-------------------------|--------------------------|
| 1.....J. W. Lowry | 19.....Randall Bales |
| 2.....J. C. Day | Tucson, Ariz. |
| 3.....E. S. Dexter | 20.....Nick Martinez |
| 4.....W. A. Hill | 24.....John W. Van Camp |
| 5.....Jim Bianconi | 27.....Max Rutherford |
| 11.....E. Funkhouser | 28.....C. L. Taylor |
| 12.....C. L. Rushton | 32.....Ilif McClure |
| 13.....J. W. Holland | Florence, Ariz. |
| 15.....Ray Wade | 21.....E. G. Acheson |
| 16.....A. J. Montana | Williams, Ariz. |
| 17.....Smith Shelton | 22.....E. J. Patton |
| 25.....Cecil Johnson | Scottsdale, Ariz. |
| 26.....Les Kinnison | 23.....W. J. Harris |
| 30.....M. A. Cave | Buckeye, Ariz. |
| 36.....A. B. Sanders | 29.....Jack Moseley |
| 40.....Ray Welch | 31.....P. H. Carpenter |
| 41.....E. E. Chase | Cashion, Ariz. |
| Chandler, Ariz. | 33.....B. D. Hadnot |
| 6.....C. G. Fisher | Douglas, Ariz. |
| Prescott, Ariz. | 34.....A. L. Clouthier |
| 7.....G. H. Braun | Mesa, Ariz. |
| Glendale, Ariz. | 35.....J. G. Goodman |
| 8.....G. A. Patterson | Cottonwood, Ariz. |
| Tempe, Ariz. | 38.....D. B. Willard |
| 9.....Jess Bagley | Gilbert, Ariz. |
| Mesa, Ariz. | 37.....A. J. Dunaway |
| 10.....L. McAllister | Globe, Ariz. |
| Peoria, Ariz. | 51.....V. Welker |
| 14.....M. Addington | 53.....Ira Welker |
| Flagstaff, Ariz. | |
| 18.....E. J. Harnisch | |

MARKET LOCATIONS AND MANAGERS

ROY MATHIS, *Supervisor*

- | | |
|------------------------|---------------------------|
| Phoenix, Ariz. | Flagstaff, Ariz. |
| 1.....O. M. Perry | 18.....E. C. Cogdill |
| 2.....R. L. Johnson | Winslow, Ariz. |
| 3.....A. Donaldson | 19.....W. E. Nolde |
| 4.....W. K. Worsley | Tucson, Ariz. |
| 5.....M. Young | 20.....Ted Harer |
| 11.....Ed. Ward | 24.....M. V. Wright |
| 12.....W. Allard | 27.....Cecil Bridwell |
| 13.....E. B. Welker | 28.....George Morningstar |
| 15.....W. A. Mallette | 32.....Carl Michelson |
| 16.....Joe Schmitt | Florence, Ariz. |
| 17.....Felix Stevenson | 21.....L. H. Sellars |
| 25.....Fred Charske | Williams, Ariz. |
| 26.....Ponder Virden | 22.....F. C. Bowdoin |
| 30.....J. D. Kinnison | Scottsdale, Ariz. |
| 40.....S. W. Bates | 23.....Jasper Tamm |
| Chandler, Ariz. | Buckeye, Ariz. |
| 6.....Bob Andrada | 29.....Frank Rangle |
| Prescott, Ariz. | Casa Grande, Ariz. |
| 7.....James Hill | 31.....O. F. James |
| Glendale, Ariz. | 33.....W. E. McCowan |
| 8.....Herb Thowson | Douglas, Ariz. |
| Tempe, Ariz. | 34.....W. M. Evans |
| 9.....Joe Trammel | Mesa, Ariz. |
| Mesa, Ariz. | 35.....Harry Bigbee |
| 10.....J. Moody | Cottonwood, Ariz. |
| Peoria, Ariz. | 38.....Samuel Smith |
| 14.....Bert Huff | |

Store and Personal News

When A. J. Staples was called from our district to go to Oklahoma City to take charge of the Safeway stores in that district, we felt that we were being deprived of one of our best friends as well as one of the most capable men in our office. Then a few weeks later, when a

telegram arrived from Oklahoma City requesting E. C. Cheatham, more familiarly known as "Ernie," to report at once for duty as office manager in Mr. Staples' district, we knew we were losing another one of the most popular men from our office. On June 12 "Ernie," accompanied by his wife, bade his numerous friends and associates good-bye and departed for Oklahoma to take up his new work. He has been associated with Safeway-Pay'n Takit Stores for the past two and a half years and at the time of his departure he was cashier of the Arizona Grocery Company. In the words of John H. W. Champion, "We are glad to see these fellows step out, but we hope the Safeway call does not come too often."



Pay'n Takit store No. 12 enjoyed a picnic on Memorial Day, at which 100 per cent of the employees of this store, with their families, were present. Here they are.

It is with deep regret that we announce the death on June 1 of Harold Jenkins, son of Ray Jenkins, who is salesman at store No. 34 at Douglas. Harold was operated on at the Calumet and Arizona Hospital on May 25 for appendicitis, but the operation was performed too late and death resulted. Harold was 11 years of age, and had just won a prize for showing the greatest improvement in his work in the fifth grade during the last month of school. He leaves a brother and sister, aged 9 and 7 years. Much sympathy is extended to Mr. and Mrs. Jenkins from the force at No. 34.

A new wholesale branch of the Arizona Grocery Company will be opened in Holbrook in the very near future. Wm. Crosby has been transferred from the Flagstaff wholesale branch to fill the position of manager at this new location. Thomas Everett will fill the position of office manager, having been transferred from the Phoenix office. This new branch will do a general wholesale business in the Holbrook district, as well as supply merchandise for future Pay'n Takit stores which will be opened in that vicinity.

A recent addition to the Phoenix office force is Miss Ruth Eldon, billing clerk.

Due to ill health, Mrs. Thelma Pew severed her connection with our organization on June 15 as stenographer in the Phoenix office. Mrs. Pew has been employed in this position during the past five years. The vacancy caused by her

resignation will be filled by Mrs. Myrtle Taylor. Friends of Fred Campbell, salesman of the Arizona Grocery Company, know that he always wears a pleasant smile on his face, but on the morning of the 19th of June he appeared at his desk with a broader smile than usual. It was learned that the day previous an eight-pound son had arrived at his home. The new boy has been named Donald Ernest. This being the first arrival in his family, Fred is recovering as well as could be expected.

On May 29 the wedding bells rang for E. J. Harnisch, manager of store No. 18 of Flagstaff, who was married to Miss Helen Runke. Mrs. Harnisch is the daughter of the Flagstaff postmaster, is a graduate of the Flagstaff Teachers' College, and has been connected with the Flagstaff public schools for the past two years. The newlyweds have purchased a new home in Flagstaff and expect to make their permanent home there.

Fred Wolf, who has been in the Good Samaritan Hospital for an operation to remove a splinter of bone from his arm, is about again. Fred is spending some time with his family and enjoying the pines at Prescott. Not long ago Wolf tried to put one over on us by appearing on the local radio program as at a cat and dog fight. Some of the boys were able to detect the sly Wolf. We hope it won't be long before he is back at the warehouse and on the radio again as well.

One of our distinguished visitors during the past month was S. J. Pickens, who stopped for a day's visit in Phoenix on June 19 while en route to El Paso, Tex.

Miss Ruth Murtha, stenographer, made a week-end trip to Prescott on June 15, where she attended the wedding ceremony of a friend.

Mrs. Fisher, cashier of Pay'n Takit store No. 30, is now a "summer widow," due to the fact that her husband, Wm. Fisher, left on June 9 for Prescott, where it is necessary for him to spend the summer on account of ill health.

Miss Maude Ridgeway of the accounting department is one of the contestants in a contest being sponsored by a group of Phoenix firms, the two girls receiving the greatest number of votes during the period of the contest to receive a free twenty-day scenic tour covering many points of interest of the West. Good luck, Maude.

SPRINGFIELD DISTRICT
 MARTHA PRESCOTT, Associate Editor

G. D. ELLIS, District Manager

C. A. RICHARDSON, Warehouse Manager

STORE LOCATIONS AND MANAGERS

Springfield, Mo.		205..... Glen Thomas
201.....	W. F. Steelman	.06..... Paul Daniel
202.....	H. L. Smith	404..... C. A. Hedgecock
203.....	J. W. Crow Monett, Mo.
204.....	R. V. Hedgecock	408..... J. C. Suiter

MARKET LOCATIONS AND MANAGERS

A. C. SMITH, District Manager of Markets

Springfield, Mo.		205..... J. A. Witherspoon
201.....	Albert Simon	206..... C. J. Williams
202.....	Frank Bennett	404..... Sam Feather
203.....	W. H. Moore Monett, Mo.
204.....	J. H. Andrews	408..... J. V. Foster



Store and Personal News

We regret to report the death of Mr. Foster, father of our J. V. Foster, market manager at Monett, who passed away on May 24.

Carl Akers and Clyde Cox are newcomers in our district.

We have had as visitors this month M. B. Skaggs, "Jack" Skaggs, A. S. Bird and C. W. Thornton.

J. H. Andrews has been transferred from market No. 205 to market No. 204. J. A. Witherspoon has been promoted from helper at market No. 404 to manager of market No. 205.

We are very happy to announce the arrival of LaVita Marie Holyfield, who came to join our Safeway family on June 15. Congratulations, Jim and Mrs. Jim!

Frank Bennett, market manager at No. 202, has been ill for some time. But we are glad to hear that he is much better and we will be glad to see him back home again soon.

On June 23 Paul Daniel and his family were enjoying an outing in the Ozarks, which ended rather unhappily when Paul jumped off a small embankment and broke his ankle. We hope he will take good care of himself and get back on that foot just as soon as possible.



ONE OF THE BEAUTY SPOTS IN THE OZARKS.

Horseshoe Bend in White River, taken from Presbyterian Hill, Hollister, Mo. The town at the right of the picture is Branson, and to the left of the picture can be seen the Y. M. C. A. summer camp.

Western States Grocery Company has put in its appearance in Springfield, having bought out the wholesale business of J. W. Paynter. G. H. Eakin has been here for some time getting things organized. Mr. Paynter will be manager of the new concern, and Miss Irene Sprague will be bookkeeper.

LITTLE ROCK DISTRICT
PIGGLY WIGGLY STORES
FRANCES MCCARROLL, Associate Editor

R. W. DOB, *District Manager*
G. FORREST GREEN, *Office Manager*
G. N. ELLIS, *Buyer*
G. W. EDWARDS, *Meat Buyer*

T. L. WILLIAMSON and C. H. MARRIOTT, *Supervisors*
Office Address: 823 East Second St., Little Rock, Ark.

STORE LOCATIONS AND MANAGERS

- | | | |
|--------------------------|-----------------------------|----------------------|
| Little Rock, Ark. | | 16.....Thos. Griffin |
| 1.....H. McCain | 17.....F. S. Allison | |
| 2.....H. Brigham | N. Little Rock, Ark. | |
| 3.....Gene Blagg | 3.....G. Robins | |
| 4.....Thomas Ellis | 14.....J. A. Little | |
| 5.....R. H. Carrick | 15.....Jeff Biffle | |
| 6.....M. E. Gentry | El Dorado, Ark. | |
| 7.....A. E. Stanley | 19.....E. E. Presley | |
| 8.....H. Hamilton | Camden, Ark. | |
| 9.....C. E. Hazelrigg | 20.....Thos. W. Townsend | |
| 10.....J. McKennon | Stuttgart, Ark. | |
| 11.....S. Sawyer | 21.....Jack Bryant | |
| 12.....W. H. Barker | Smackover, Ark. | |
| 13..... | 22.....A. R. Hixon | |

MARKET LOCATIONS AND MANAGERS

- | | | | |
|--------------------------|------------------------|-----------------------------|--|
| Little Rock, Ark. | | N. Little Rock, Ark. | |
| 1.....O. L. Stroud | 3.....L. T. Fiske | | |
| 2.....W. L. Thompson | 14.....W. D. Durham | | |
| 4.....Geo. Dickson | 15.....A. Welter | | |
| 5.....W. E. Martin | El Dorado, Ark. | | |
| 6.....L. W. Burkes | 19.....L. Osborne | | |
| 7.....Arthur Claiborne | Camden, Ark. | | |
| 8.....R. Jernigan | 20.....Chas. Worrrell | | |
| 9.....Joe Eiden | Stuttgart, Ark. | | |
| 10.....H. A. Kayser | 21.....C. B. Pattilo | | |
| 11.....J. F. Ross | Smackover, Ark. | | |
| 12.....P. V. Merritt | 22.....Frank Cox | | |
| 13.....J. B. Goodson | | | |
| 14.....D. Huff | | | |
| 15.....Jake Housen | | | |

SAFeway STORES

- | | |
|-------------------------------------|---------------------------|
| STORE LOCATIONS AND MANAGERS | |
| El Dorado, Ark. | Monticello, Ark. |
| 101.....W. A. Yates | 103.....J. T. Shackelford |

Store and Personal News

NEW SAFeway STORE

On Saturday, June 22, the first Safeway store was opened in Arkansas at Monticello.

It was a peculiar day. Many of you will have a picture of how Arkansas farmers would take to a new idea and your picture wouldn't be far exaggerated. Talk about Missouri—Arkansas is where they have to be shown.

We had a good crowd of visitors all day for a town the size of Monticello—in fact, the cash register showed that 25 per cent of the town's inhabitants bought something. We are sure they were well pleased with such a bright, clean Safeway store. However, we realize we are going to have to prove it to them that there are no tricks to the idea. You fellows opening stores in foreign countries have a "countryman" in Arkansas.

However, we are going to show these folks some more Safeway stores and by the time the dose is repeated quite often, we are sure they will accept us as usual. It's a real pleasure to have, by far, the cleanest store in town and we know that it will win out.

We will open another one in El Dorado on July 6, and expect a real big opening. Mr. Williamson, the country supervisor, will start throwing the dust down there this week. He says he didn't know a grocery store could look so good and the enthusiasm with which all the men are accepting our new units shows that we are really proud of our Safeway stores. We now realize why Mr. Doe gets that far-away look of pride in his eyes when some one mentions Safeway. We are building up a fine organization down here and want the world to know it.

NEW EMPLOYEES

C. R. Bryant, W. E. Martin, O. G. Allen, H. Hall and C. D. Lamb are new members of our organization.

News is rather scarce down here this month. Vacations are in swing. We didn't know we had so many employees until they started hiking out. Some of our men spent their vacations in bed fighting the malaria. Mr. Ellis, our buyer, spent two weeks in the hospital with it, and Mr. Doe was actually pale all the time Ellis was there. However, he is back on the job now, so all is well.

Then Mr. Gibson, from the bookkeeping department, had the misfortune to suffer a sunstroke. Yes—it's summer in Arkansas!

We understand that Mr. Doe has four new leases signed that are to be opened as fast as possible. We are heading for action down here and hope to report more new stores next time.

SCHOOL OF THE CHAIN STORE

Mr. Lestic wrote us that in percentage of enrollment in this school of the number of stores operating, Little Rock district leads the entire country. We are not so proud of this statement as we are proud of our men who have the desire to advance so instilled in them that they are showing up all other districts by their personal subscriptions and efforts. More power to them!

CHEYENNE DISTRICT
ERICA BALDRY, Associate Editor

M. H. ALLEN, *District Manager*
JOHN HEUER, *Office Manager*
Office: Box 82, Cheyenne, Wyo.

STORE LOCATIONS AND MANAGERS

- | | | | |
|-----------------------|---------------------------|-----------------------|--|
| Cheyenne, Wyo. | | Sidney, Neb. | |
| 200.....C. H. Baker | 208.....C. R. Miller | | |
| 202.....J. Thompson | Scottsbluff, Neb. | | |
| Rawlins, Wyo. | | 210.....F. M. Davis | |
| 204.....T. S. Roberts | 971.....W. S. Neill | | |
| Laramie, Wyo. | | Bayard, Neb. | |
| 206.....G. M. Oliver | 212.....C. A. Veith | | |
| Casper, Wyo. | | Alliance, Neb. | |
| 226.....W. G. Busse | 214.....W. A. Christensen | | |
| Kimball, Neb. | | Ogallala, Neb. | |
| 216.....J. F. Fish | 974.....E. Gardner | | |

RENO DISTRICT

D. S. RICHARDS, Associate Editor

L. C. BLACK, District Manager

D. S. RICHARDS, Office Manager

Postoffice Address: Box 755, Reno, Nev.

STORE LOCATIONS AND MANAGERS

Reno, Nev.		Winnemucca, Nev.	
52.....	Vernon Jeppesen	116.....	M. G. Richardson
112.....	R. C. Hooker	Fallon, Nev.	
Sparks, Nev.		118.....	I. S. Starr
108.....	H. J. Walker	Yerington, Nev.	
Carson City, Nev.		310.....	W. C. Frolich
110.....	O. W. Carver	Gardnerville, Nev.	
Lovelock, Nev.		346.....	Ralph Almeter
114.....	T. L. Carter		

MARKET LOCATIONS AND MANAGERS

Reno, Nev.		Sparks, Nev.	
52.....	S. D. Breeze	108.....	Lawrence Arata
112.....	W. C. McQuarrie		



Reno Racing Season On

Nevada, the only state in the Far West in which racing is legalized, is enjoying its annual summer running race meeting, which opened July 2 for 23 or more days.

A true Westerner, William P. Kyne, popular sportsman of San Francisco, is the big gun in the camp. His operations in the West speak for themselves, because wherever this gentleman does business he is respected highly.

This is not Mr. Kyne's first venture in the turf game, for he has conducted meetings with unusual success in Reno before, as well as in Salt Lake City and Lagoon, Utah; Tulsa, Okla., and Montana. And everywhere he goes he has done more than his share in building up the sport of kings.

Reno and the state of Nevada have great confidence in this genial operator, as was attested by the liberal patronage at the 1928 meeting.

For the 1929 meeting Mr. Kyne has assembled 600 horses, from Kansas City, Tulsa, Omaha, Chicago, St. Louis and all parts of California. Many Golden State ranches which have not raced their stock since the close of the winter season at Tia Juana have sent representations to Reno because of its close proximity to home.

Riders from all parts of the United States are assembled here for the meeting, with many Westerners included. Each jockey's record is closely investigated before being granted a license to ride during the meeting. Trainers also must obtain licenses.

The racing is under the direct supervision of the Nevada State Racing Commission, consisting of George Wingfield, president; W. H. Moffat, vice-president, and J. C. McKay, treasurer.

Manager Kyne has the following officials assisting him: Peter Clark, presiding judge; M. H. Morrison and Floyd McKenney, associate judges;

James F. Gallagher, placing judge; C. V. Henderson, paddock judge; Frank Kelly, patrol judge; George D. Murphy, clerk of the scales; Fred Harper and H. L. Bengston, timers; Dr. J. B. Hardy, track physician, and Dr. George E. Bamberger, veterinarian.

The meeting attracts wide interest from San Francisco on the west to Salt Lake City on the east. One of the largest stables here is that owned by Thomas Kearns, owner of large silver mines in Park City and publisher of the Salt Lake Tribune.

California is represented by G. P. McNeil, J. Rossiter, Sven Christianson and a host of others.

The six successful meetings in Utah under Mr. Kyne's management endeared him in the hearts of thousands of the Beehive State racing fans and many excursions are planned from Salt Lake and Ogden for the races.

Eight races comprise the daily card, with no racing on Sunday. The first race is held at 2:10 p. m., with events following every 25 minutes.

One of the features of the races here is the Jarvis-Waggoner starting gate, the invention of W. R. Jarvis and backed by the Waggoners, famed capitalists of Fort Worth, Tex. This machine insures perfect starts, even when horses are fractious. Each stall being padded, a thoroughbred cannot kick his neighbor nor injure the rider.

The machine, which was introduced here a year ago, has been used with great success on several Midwestern tracks. Twelve horses may break from the gate in perfect alignment.

The meeting each year attracts thousands to the Nevada metropolis, with hotels, apartment houses and private residences enjoying a boon. Other business also prospers during the summer months, partially due to the alluring sport of kings.



VACATIONS: V. Jeppesen, store No. 52, Reno; I. S. Starr, store No. 118, Fallon.

NEW MEN: I. V. Larson, store No. 112, Reno; C. L. Beach, store No. 310, Yerington; J. R. Masters, store No. 114, Lovelock; N. L. Averill, store No. 110, Carson City.

VISITORS: L. L. Skaggs and G. W. Snyder.



STATION ANNOUNCEMENT

Little Girl (radio fan, disturbed at her prayers by scratching on the screen door): "Please stand by, God, while I let the cat out."—*The Pathfinder*.



A GLASS TOO MUCH

"Since you got your wife that triple mirror, does she dress more quickly?"
"It takes her just three times as long."—*Tit-Bits*.

FRESNO DISTRICT

MISS MARJORIE HARRIS, Associate Editor

PAT McNAMARA, District Manager
F. M. FARBAR, Office Manager
M. B. HOLLINGER, Outside Supervisor
C. E. JOHNSON, City Supervisor
Office Address: 211 Rowell Building, Fresno, Calif.

- STORE LOCATIONS AND MANAGERS
Fresno, Calif.
363. Alfred Weston
453. P. H. Klein
455. Henry Benzler
479. F. A. Uhland
585. P. O. McPherrin
589. Wm. Huber
Turlock, Calif.
365. W. S. Swink
Tulare, Calif.
375. E. S. Randall
Dinuba, Calif.
379. H. H. Strader
Newman, Calif.
457. A. E. Duggan
Porterville, Calif.
481. Russell Beach
Coalinga, Calif.
451. Claude Jeffreys
Reedley, Calif.
387. W. P. Lavin
MARKET LOCATIONS AND MANAGERS
O. G. DAVIES, District Manager of Markets
G. N. GREEN, City Supervisor
Fresno, Calif.
363. G. N. Green
455. H. L. Cullen
479. R. Rusk
585. C. L. Childers
589. Earl Hansen
Turlock, Calif.
365. Juel Anderson
Tulare, Calif.
375. J. L. Nickel
Madera, Calif.
399. Chas. H. Case
Porterville, Calif.
481. Joe Gill
Exeter, Calif.
475. J. H. Long
Coalinga, Calif.
451. J. Grilione
Reedley, Calif.
387. J. E. Freeman
Hanford, Calif.
393. Jas. Pringle
Madera, Calif.
399. C. M. McIntyre
Modesto, Calif.
401. N. R. Beckstead
483. B. L. Dickens
Los Banos, Calif.
473. W. H. Jackson
Exeter, Calif.
475. R. L. January
Selma, Calif.
485. Emmet Ender
Visalia, Calif.
523. F. Bay
Merced, Calif.
403. H. C. Vind
569. F. R. Howard
Sanger, Calif.
583. Lloyd E. Allen
Lemoore, Calif.
587. Frank Araujo Jr.

Store and Personal News

On June 9 Mr. and Mrs. J. J. Grilione were made happy by the arrival of "Little Johnny," weight 10 pounds—looks just like his daddy, eats and drinks (like him too, we suppose), and sings like Caruso. Congratulations! Mr. Grilione is manager of market No. 451, Coalinga.

We understand that Mr. and Mrs. R. E. Jordan are the proud parents of a baby girl. However, we don't know when she arrived, nor what her name will be.

C. E. Johnson, of Centralia, Wash., has arrived to take up his duties as city store supervisor. We welcome you to California, Mr. Johnson, and hope you will like your work with us.

John W. Nickel, formerly salesman at market No. 375, Tulare, is now manager of market No. 457, Newman. C. H. Frey, formerly manager at Newman, has been transferred to market No. 403, Merced.

Mrs. O. G. Davies, wife of our district market manager, and her sister, Miss Dorothy Car-

ney, who is visiting her, have been very ill with tonsilitis, but we are glad to report that they are well on the way to recovery at this writing.

Our sympathy is extended to Claude Jeffreys, manager store No. 451, Coalinga, in the recent death of his father.

C. M. McIntyre has just returned from his vacation spent in Salt Lake City. He reports a fine trip and says the new Essex performs most wonderfully.

Mr. and Mrs. Pat McNamara spent a few days in Los Angeles, combining business and pleasure.

G. W. Snider spent a few days with us, auditing our books. We're always glad to have you with us, Mr. Snider, so come again just any old time.

L. L. Skaggs spent a few minutes between trains with us one Sunday recently.

SANTA BARBARA DISTRICT

HARVEY DILLOW, Associate Editor

G. S. HALLER, District Manager
HARVEY DILLOW, Office Manager
Wm. A. PIERCE, Store Supervisor
Office: 509 Central Building, Santa Barbara, Calif.

- STORE LOCATIONS AND MANAGERS
Santa Barbara, Calif.
375. T. W. Hickman
377. S. Hardin
383. E. D. Ward
389. D. H. Wyatt
391. Jno. Jespersion
Ventura, Calif.
376. M. N. Cleary
378. L. E. Burnett
392. G. M. Pierce
Oxnard, Calif.
379. H. R. Chimp
San Luis Obispo, Calif.
380. H. Wolfe
382. E. J. Anderson
MARKET LOCATIONS AND MANAGERS
O. I. MORLEY, District Manager of Markets
Santa Barbara, Calif.
375. Joe Wingate
377. H. H. Robinson
383. Ralph Austin
389. J. Thomas
391. C. W. Marriott
Ventura, Calif.
376. Frank Graves
378. H. A. Farr
392. M. M. Brooks
Oxnard, Calif.
379. C. R. Miller
Pismo Beach, Calif.
381. J. S. Frey
Santa Paula, Calif.
384. A. R. Blinston
Fillmore, Calif.
385. M. Saiz
Paso Robles, Calif.
386. E. I. Colt
Lompoc, Calif.
387. J. E. Johnson
Santa Maria, Calif.
388. L. F. Armstrong
San Luis Obispo, Calif.
380. J. F. Lowry
382. A. M. Gray
Santa Paula, Calif.
384. E. F. Morley
Fillmore, Calif.
385. C. L. Jones
Paso Robles, Calif.
386. L. F. Wear
Lompoc, Calif.
387. A. Terra
Santa Maria, Calif.
388. N. Perdue

Store and Personal News

VACATIONS

Now that the hot weather is here, vacations are becoming very popular and many of the boys are taking out the old reel and rod and making new fish-story records, or traveling to cooler climes for a few days' rest.

Our stenographer, Miss Evelyn Coffee, took her vacation last week and surprised us by turning it into a honeymoon. She was married to Henry Miller on the day of his graduation from State Teachers' College here in Santa Barbara, June 14. We sincerely hope that Mr. and Mrs. Miller's sail on the Sea of Matrimony will be one of real happiness. May all their troubles be little ones.

SACRAMENTO DISTRICT

KATE VAN VLIET and HELEN TODHUNTER, Associate Editors

F. D. CLARK, District Manager

H. W. PIPPERT, Office Manager

H. M. HOWARD, City Supervisor

S. F. CHRISTENSEN, Outside Supervisor

J. C. HARPER and PETE GREGERSON, Stockton Supervisors

W. E. COOK, District Manager of Markets

E. R. RHODES, Supervisor of Outside Markets

A. F. MUNSEE, Produce Buyer

H. G. MALTBY, Buyer

Office Address: 1010 25th St., Box 609, Sacramento, Calif.

STORE LOCATIONS AND MANAGERS

- Sacramento, Calif. 66.....M. J. Rice 90.....A. W. Winberg 130.....T. R. Towne 132.....A. Penna 286.....S. Schwab 302.....J. C. Carlton 304.....E. L. Bacher 320.....T. E. Higgins 358.....A. M. Mueller 360.....C. L. Azevedo 362.....J. O. Anderson 1100.....Nile Bagley 1101.....F. W. Jacobs

Stockton, Calif.

- 100.....A. C. Pearson 284.....C. T. Edwards 288.....M. C. Lowrie 364.....J. M. Love 372.....H. E. Robeson 1106.....P. M. Vilhauer 1007.....R. M. Gordon

Roseville, Calif.

- 98.....L. J. Taylor

Oroville, Calif.

- 120.....C. Wanson

Lodi, Calif.

- 124.....Harry Croshaw

Chico, Calif.

- 128.....F. L. Clayton 1103.....W. E. Hill

Woodland, Calif.

- 140.....G. S. Hudson

Auburn, Calif.

- 142.....R. L. Black

Colusa, Calif.

- 172.....M. B. Arnold

MARKET LOCATIONS AND MANAGERS

W. E. COOK, District Manager of Markets

- Sacramento, Calif. 66.....F. M. Ream 90.....H. M. Nelson 130.....L. M. Jennings 132.....J. B. Renfro 286.....P. A. Doyle 302.....D. R. McLeod 304.....E. H. Davis 320.....T. E. Higgins 358.....E. B. Johnson 360.....Geo. Laughtin 362.....H. R. Crook 1100.....W. C. Cook 1101.....T. J. Evans

Stockton, Calif.

- 100.....P. C. Mather 284.....R. F. Van Sandt 288.....C. F. Chrisman 364.....R. W. Selkirk 372.....J. S. McCardle 1107.....F. M. King 1106.....J. H. Carlin

Roseville, Calif.

- 98.....J. Sanders

Lodi, Calif.

- 124.....A. A. Groat

Chico, Calif.

- 128.....Ben Rhoades 1103.....E. T. Nelson

- Oakdale, Calif. 182.....D. B. Stockwell Redding, Calif. 250.....T. E. Gentry Red Bluff, Calif. 252.....W. C. Keller Willows, Calif. 258.....E. L. Jones

Yuba City, Calif.

- 266.....L. O. Wheeler

Marysville, Calif.

- 270.....E. W. Kimbrough

Corning, Calif.

- 282.....C. C. Coad

Placerville, Calif.

- 318.....C. P. Curtis

Grass Valley, Calif.

- 332.....Ray Clark

Gridley, Calif.

- 342.....A. T. Nunes

Sonora, Calif.

- 350.....J. J. Jeffers

Orland, Calif.

- 354.....O. W. Cobb

Galt, Calif.

- 356.....R. C. Williams

Susanville, Calif.

- 1102.....R. C. Rodelander

Lincoln, Calif.

- 1104.....T. D. Bertino

Jackson, Calif.

- 1105.....M. M. Martinovich

Dixon, Calif.

- 1108.....F. R. Gnirk

Rio Vista, Calif.

- 1109.....E. H. Smith

Williams, Calif.

- 1113.....E. B. Gray

Woodland, Calif.

- 140.....Robt. Worland

Red Bluff, Calif.

- 252.....W. C. Keller

Willows, Calif.

- 258.....N. P. Speer

Yuba City, Calif.

- 266.....R. Hetherington

Marysville, Calif.

- 270.....Raymond Rhodes

Placerville, Calif.

- 318.....G. W. Hauskins

Grass Valley, Calif.

- 332.....W. Kuhn

Gridley, Calif.

- 342.....J. C. Crouse

Sonora, Calif.

- 350.....M. L. Gardner

Galt, Calif.

- 356.....M. Mitchell

Susanville, Calif.

- 1102.....T. R. Mitchell

Lincoln, Calif.

- 1104.....F. M. King

Colusa, Calif.

- 172.....Z. W. Browne

Jackson, Calif.

- 1105.....J. Faniana

- Oakdale, Calif. 182.....P. A. Menentrey Redding, Calif. 250.....Mr. Barthel

- Auburn, Calif. 142.....A. C. Wristen Rio Vista, Calif. 1109.....A. A. Rains

PIGGLY WIGGLY DIVISION

H. M. HOWARD, Supervisor

STORE LOCATIONS AND MANAGERS

- Sacramento, Calif. 70.....H. A. Potter 71.....T. Lawsen 74.....Mr. Sept. 75.....Wm. Honsinger 76.....E. Anderson 77.....C. Anderson 78.....Robt. Dimmick 79.....R. Thilkie 80.....Geo. Dimmick Marysville, Calif. 72.....F. Bowman Chico, Calif. 73.....L. Steiman Woodland, Calif. 81.....L. Ekeroth Roseville, Calif. 82.....E. Butts

MARKET LOCATIONS AND MANAGERS

W. E. COOK, Market Supervisor

- Sacramento, Calif. 70.....F. O'Hare 74.....H. C. McClintic 75.....W. Kuhn 76.....P. T. Maas 77.....G. Zarzama 78.....C. Coppinger 79.....R. Porter 80.....Wm. Toy Marysville, Calif. 72.....C. Jordan Woodland, Calif. 81.....L. J. Conley Roseville, Calif. 82.....J. Bolesworth



Store and Personal News

Mrs. Henrietta Thomas is back on the office force again to help us enjoy the heat and incidentally the work of the office. Miss Frances Fowler, from Stockton, has joined us to have the stenographic work formerly done by Miss Thomas. We are glad to have both young ladies with us and hope they will like us, too.

Business is increasing. We know that for a fact. Mr. Cook has purchased a new Hudson sedan. It's beautiful to look at, but we would like to know how it rides. We are looking forward in anticipation.

Andrew Williams of Oakland was up on a brief visit recently. We were glad to see him and wish he would come to see us more frequently.

Talk happiness! A well beggar has a better time of it any day than a sick king.—Amber.

Mr. Rodgers, from the Bank of Italy, San Francisco, has joined us to take the vacancy left when Mr. Heinan was transferred. Welcome to our office, Mr. Rodgers.

The girls have been invited over to Clifford Coppin's apartment for dinner in the very near future. Miss Lillie Goff, with the assistance of Mr. Short, will make the cake for the shortcake, and Helen Todhunter said she would bring the berries. After dinner Mr. Coppin will take the girls across the street to the park, where games for grown-ups will be played until a late hour. We are hoping this will be on a moonlit night. A definite report of the evening will be published in the next issue.

Mr. Short has also invited the girls to go on a swimming party out to the river after work, as soon as the weather is warmer, and after a swim he will take us to his apartment for a bite to eat and refreshments. We are hoping this will be on a dark night. If any one drowns we will let you know in the next issue.

The 21st day of June was a long day at the office, but Mr. Pippert tells us that we "ain't seen nothin' yet" when it comes to hot weather. He should know, coming from the East.

Western States Grocery Co.



OAKLAND, CALIF.

MISS ESTHER SCHATZ, *Associate Editor*

BEG YOUR PARDON, OAKLAND

Through an error, the Western States Oakland notes in the June issue were run as Sacramento items. The Oakland heading should have appeared on page 80 over the last two items at the top of the second column. We regret the error exceedingly and take this means of correcting it.—*The Editor.*

* * *

We now have a new organization in our midst. On July 1 the Max-i-muM Coffee Company was organized under the laws of the State of California, with headquarters at Oakland. Max-i-muM Coffee, although introduced to most of the stores a comparatively short time ago, is very well known by all as a very high-grade product, and something we can and do feel justly proud of. So we believe a good many in the organization will be interested to know of the incorporation of a company to handle the coffee business which has grown so much under the supervision of our Mr. Merriman.

We are exultantly contemplating the very favorable reports on quarterly inventories from our various houses. Incidentally, we are glad to have the rush of inventorying over again for another three months' time.

Of course, elsewhere in these United States the mention of hot weather in the summer season would hardly be considered news, but when it comes from Oakland it should arouse some interest in the minds of those who may at some time or other have lived here. The Chabot Observatory informs us that the temperature here for the past seven days has averaged a little better than 80 degrees, and that on June 21 the highest temperature was 92 degrees. Shirt sleeves and sleeveless dresses have been much in evidence in our office and warehouse. That is quite a novelty for this clime.

Mr. Carmean returned from Canada after visiting our new relation there, and spent the inventory time at our Sacramento house.

* * *

SAN DIEGO, CALIF.

MABEL VIGNAULT, *Associate Editor*

Douglas Smith, manager of our cash-and-carry depot No. 2, answered Cupid's call this month. He went clean to Salt Lake City to claim his bride. Mrs. Douglas Smith was formerly Miss Josephine Barlow of Salt Lake City. They were married on June 6. Our gang extend their best wishes for their future happiness.

W. C. Waters, one of our salesmen, has just

returned from a three weeks' illness and we sincerely hope he will continue to feel better.

Gayton Greene, office manager, was away from his duties on June 26. The reason was that his daughter, Dorothy, was married at Riverside on that day. We extend our best wishes.

Vacation time is here, which means that every one is taking trips. Margaret Ritter enjoyed a short trip to Santa Barbara. Floyd Buikema spent his vacation camping on Palomar mountain. Mabel Vignault had a very nice vacation, part of which was spent in Los Angeles.

D. E. Smith, our manager, wants to know if a certain marine has learned to swim yet.

SACRAMENTO, CALIF.

D. M. RUTH, *Associate Editor*

INTERESTING FACTS CONCERNING SACRAMENTO

The city of Sacramento is 200 miles from the only active volcano in the United States, Mt. Lassen; 200 miles from Yosemite; 90 miles from the Golden Gate; 140 miles from Lake Tahoe; 245 miles from Mt. Shasta; practically the center of the peach section, where one-third of all the peaches of the world are grown, and in the heart of the asparagus producing section. In fact, the Sacramento valley is the garden spot of California.

The city of Sacramento has a population of 101,000 and covers an area of 14 square miles. It is destined to become one of the largest cities on the Pacific Coast, thereby affording a big opportunity to those mercantile concerns which are alive to the possibilities.

The Sacramento division of the Western States Grocery Company realizes these facts and is driving hard to make this division one of the largest.

* * *

Mr. Thomas, our office manager, is back on the job with the usual pep and some added, due to a pleasant vacation.

Leslie Taylor, our manager, is a bachelor these days, due to the fact that Mrs. Taylor and Dorothy, their daughter, have gone to Portland for a two months' vacation. We wish Mrs. Taylor and Dorothy a pleasant trip.

R. C. Barrett, our country salesman, is back on the job after spending his vacation in Los Angeles. By the way, he took in the Shriners' convention, and it looks as though he had a close shave, for he left with a nice little sandy mustache, but when he came back it was gone. Those Shriners do funny things.

By the way, did you notice the \$101,000 week we had? Give us a hand. Yes, there was some sugar in it, but not all.

H. O. Miller is a happy man these days. Why? Because Mrs. Miller is spending her vacation at Marysville with him. He surely needs the moral support of a good wife these days, for 110 degrees in the shade, and no shade to be found, would make a man do pretty nearly anything.

* * *

SALT LAKE CITY, UTAH

ATHELIA B. PITCHFORTH, *Associate Editor*

SO YOU WILL KNOW US IN FUTURE

First, meet C. C. Carpenter, manager of the Salt Lake City division—guilty of getting us all to work at 7:30 A. M. every Monday morning. Hard? Yes—especially for a few of our single members, who are finding the spring moons enticing. But after the first few Monday mornings interest was so genuine that no yawns have been noticeable.

Mr. Carpenter's idea of bringing together both the office and warehouse forces for weekly round-table discussions of daily problems arising in our various departments is uniting the force by doing away with many of these problems and creating a feeling of good fellowship among the entire personnel.

Modern business is awakening to the fact that there must be an understanding and not a gap between employer and employee. Mr. Carpenter as a good example of a modern business man, is meeting this need very successfully with these weekly meetings.

To have an employer hear your side of the question, take time to consider your point of view and try your suggestions cannot help but put his force 100 per cent behind him.

Again let me introduce Mr. Carpenter, our manager, a man who is doing this.

* * *

PORTLAND, ORE.

RUBY JOHNSON, *Associate Editor*

The Portland house had quite a few visitors last month. J. T. Young was with us for a couple of days. His visits are getting few and far between.

Mr. Carmean stayed with us for about a week auditing our books. We were all glad to welcome him back to Portland even if it was only for a short time.

"Bill" Blackaby of Bakersfield stopped in to see us for a few minutes while on his vacation trip. Mr. Blackaby was formerly of Portland, having been transferred to Bakersfield when Western States opened there.

Mr. Johnson, our comptometer operator, is having a nice long vacation. He is taking six weeks and visiting his folks in Boston. Mrs. Jean Williams, one of our old friends and a former employee of Western States, is substituting during Mr. Johnson's absence.

Inventory is over, the new period under way, everybody's happy, the safe is locked and now we are glad of the opportunity to again greet the friends with whom we have been associated and the ones we have not had the pleasure of knowing except through the columns of Uno Animo. It's a great little method of establishing and maintaining a contact with those friends who are negligent about letter writing.

Preparation for the Fourth of July has been strenuous for "Scotty." He has been taking a correspondence course in advanced finger snapping and teaching the baby to shout "Boom, Boom!" in a deep bass voice, so that when the fireworks start he will not be caught unprepared and unable to register his patriotism.

In our daily struggle for more and still more efficient methods of operating, we have found a valuable use for our discarded "copy," which we submit as follows: Carefully gather and post in conspicuous places around the warehouse. We have found this method good for the abolishment of rodent pests who gather to satisfy their curiosity and, upon reading, become exceedingly bored and yawn themselves to death. After having served faithfully in that capacity, copy can again be collected and taken home to furnish reading material for "dummy" at bridge games and can then be saved and piled neatly in the basement to light the furnace with through the winter.

* * *

ASKING TOO MUCH

"Gentlemen," said the surgeon as he entered the lobby of the Good Egg Club, "in the room next door lies a man hovering between life and death. Is there a gentleman here who will volunteer to give me a quart, just one quart of—"

"That's enough, doc. I'll do it!" cried out an athletic youth.

"But it must be good, you know. It must be pure. I shall have to make a careful examination."

They entered an adjoining anteroom and the sturdy young man started to remove his coat.

"Here—here, what's the idea?" demanded the doctor.

"Don't you want to examine me?"

"Certainly not. Just let me see the whisky."

"Whisky? Well, of all the nerve! Think I'd give up a quart of good whisky for a guy I never saw in my life? I thought you wanted blood!"

* * *

A WISE MOTORIST

A motorist was held up by a traffic cop.

"What's your name?" demanded the cop.

"Abraham O'Brien Goldberg."

"What's the O'Brien for?" asked the officer.

"For protection," returned Abraham.



Address all communications for this department to Mrs. John Saunders, 601 E. Seventh Street, Newton, Kansas.

Our Trip to Kansas

Well, here I am on the job again after being so negligent last month. I surely did appreciate the interesting letters last issue, although I didn't comment on them. Most of you know what these rush transfers are, I am sure. If you don't, your time is coming. Perhaps you would like to hear of our enjoyable trip to Wichita from San Jose.

The news came May 24 for Mr. Saunders to report in Wichita not later than June 10. We left San Jose June 1 bound for Oregon to pay a brief visit to relatives and friends. It is needless to say how hard it was to part from our dear friends, although we were excited to be off to new places and new friends that one always meets in Safeway travels.

We had a beautiful drive through the farm lands and rice fields of Northern California to the snow-capped peaks of the Shasta mountains. As we neared the Oregon border, it seemed to me, as it is my home, that that keen Oregon air just came rushing over to meet us. We reached Roseburg by eight o'clock and had made better than five hundred miles, which was not so bad. Most of you have heard so many times of Oregon's beautiful scenery, that I will not bore you with more of it.

We had a gorgeous drive into Portland the next day, arriving there about two o'clock. We spent the rest of the day and night with Mr. and Mrs. H. S. Tucker and surely did enjoy talking over old times.

Our next stop was Pendleton, "the old home town." It was raining as we left Portland, but that did not take away the beauties of the famous Columbia River Highway. I want to say we have never seen anything to surpass it yet. Arrived in Pendleton near six that evening and spent our brief day with our relatives.

We started for Kansas in earnest Thursday morning and had something like twenty-one hundred miles to cover in five days. It might sound easy but you just try

it some time. From Baker, Oregon, it was all a new and interesting country to us. Idaho appeared very prosperous, although parts of it were very dry, but most states seem to have a certain amount of wasteland.

Mountain Home was our resting place that night, if one can call it that. They certainly need a hotel in that town. We were beginning to notice the heat and it was a decided change from cool California.

Salt Lake City was our destination Friday and arrived there late in the evening. We were very much impressed with Utah and Salt Lake. After getting settled in our room, Mr. Saunders started ringing Mr. Hollenbeck. He finally succeeded in getting "Pa" out of bed, but he seemed in a good humor in spite of such a maddening experience. We had breakfast with Mr. Hollenbeck and enjoyed a visit to the district office, also a little ride in that wonderful new Packard.

We left Salt Lake about ten o'clock and headed for Wyoming. The roads were not so good through this state but were lucky to get through without encountering a rain-storm, which plays so much havoc with the roads there. We were quite interested in the rock formations and could see plainly where Wyoming was covered by water at one time. This was all very interesting but there were miles and miles of wasteland and that was tiresome. I looked for the picturesque cowboy, but failed to see any, although we saw signs indicating that there were cattle ranches located in the distant hills. One was named the "Bar T" and there were others we have all heard of.

Laramie was our stop Saturday, and we were certainly glad to find a good hotel. Laramie looked quite prosperous, and the University of Wyoming is located there. We surely did enjoy their drinking water.

On to Kansas, about six the next morning. We were anxious to see Cheyenne but were very disappointed when we reached there. Perhaps we expected a rough, hustling town and maybe some cowboys "shootin'" up the town. We found

just a typical country town and not as lively as Laramie. We received the poorest car service at Cheyenne of any place along the way.

After reaching the Colorado line the oil wells commenced to be more numerous and we saw several famous mines also. We surely fell in love with Fort Collins and think it the prettiest town of all. The homes and streets are so well kept and the whole town looked like a beautiful picture. Reaching Denver about three, we partook of a dinner there we won't forget very soon. Would have liked to prolong our visit at Denver but the tenth was drawing close and we were five hundred miles from Wichita. The country around Denver was very beautiful and the farms well kept and prosperous.

Cheyenne Wells was our stop Sunday night and think it about the warmest place we hit. We stayed just long enough to get a few hours' rest, and entered Kansas early the morning of June 10.

We saw nothing but wasteland for miles and wondered if the whole state were like that, but soon had a different opinion. The closer we came to Wichita the more prosperous everything looked. Arrived there about eight o'clock Monday evening, happy but very tired. We were so glad to see our friends, the Klinghamers, and it certainly seemed like we had reached home at last. They were having a little party and we met some typical Safeway people — you know, with that ready, welcome smile.

We are now nicely settled at Newton, which is twenty-five miles from Wichita, and like it immensely. Newton is located in the heart of rich oil wells and prosperous farms. It is also the division point of the Santa Fe Railroad. This is all very different from California but in time we Safeway people manage to call every place our home.

Just a line about our department. How about those vacation letters? Surely we are not going to let the Women's Page fade away for lack of support. If it is not interesting enough how can we make it more interesting so that all of you will contribute more frequently? You know, I hate to be a complete failure as editor. Let us have August and September our vacation numbers, so come on, everyone, write anything and everything.—"VI" SAUNDERS.

* * *

Canada on the Map

You will no doubt be deluged with letters this month after our department was

such a flop in the May issue. And anyhow, I just decided it was time that Canada was put on the map.

In our five years with this splendid organization we have seen its rapid growth and are beginning to feel like old veterans, especially when we pick up *Uno Animo* and read familiar names in all parts of the country. Right here I would like to broadcast greetings to a lot of old-timers, the Flemings in Winlock, Frenches in Tacoma, Boomers in Centralia, Straitings in McCleary, Mrs. Hugh Lavery somewhere in California, the Berrys in Oregon, George King's and Gorman Harris' families, also in California.

For the benefit of those who have never visited Vancouver, I would like to say the States have nothing on Canada for scenic beauty. Vancouver is surrounded by snow-capped mountains and the drive to the summit of Grouse Mountain takes less than an hour. The last eight miles is in second gear, however. Stanley Park has a scenic drive along the water of which one could never tire, and there are generally boats plying through the Narrows. There is a small zoo and also a camp ground. Hastings Park provides amusement similar to Jantzen Beach or the Oakes.

Another advantage in Vancouver is that we are only 35 miles from the good old U. S. A.! We recently crossed the "line" with the Elmer Hanify family and the American custom officer stepped up to the car and said, "All Canadian residents of Canada?" To which we quickly made reply, "No, all Americans living in Canada!" He looked up with a jerk, but finally went his way but still wearing a puzzled expression on his face.

Guess I will have to save some for next time as space will not permit half of what I started out to write. Am enclosing a snap of our young son for the children's page and do hope this will help our department from going on the rocks. Very sincerely.—MILDRED REMBAUGH, wife of D. L. Rembaugh, manager store No. 16, Safeway Stores Limited, Vancouver, B. C.

* * *

Co-operation

I want to see our section continue, so will "chirp up" for my first time. I have been sitting back watching the "fireworks" long enough, so must get a hand in, too.

I'm a staunch believer and supporter of Safeway. My husband has been with the organization for four years, starting with Skaggs Cash Stores, and I have watched

More Safeway Kiddies



BETTY AND VIRGINIA NORRIS, BROKEN BOW, NEBRASKA.



VIRGINIA AND JAMES MERRITT, LITTLE ROCK, ARKANSAS.



CHARLES WELDON RIDDLE, FORT WORTH, TEXAS.



JACK HANSON, SEATTLE, WASH.



DAUGHTERS OF MR. AND MRS. O.C. BOWLER, IDAHO.



SHIRLEY - CHARLINE LAMB, LITTLE ROCK, ARKANSAS.



DONALD REMBAUGH, JR. VANCOUVER, B. C.



HELEN AND GLEN DOWDY, PHOENIX, ARIZONA.



EVELYN MARIE CRAFT, DALLAS, TEXAS.



the growth of the company. The workmen's spirit and co-operation are the chief assets. But we women must remember that unless we are at our best, those men of ours will fall down in some way or other. We've got to keep our end of the load even.

We live in Chico, which is in the northern end of the Sacramento Valley, only a short drive to the Sierra foothills. It is an old Indian town, being settled in the early fifties, the name meaning "Little." It now boasts a population of 18,000. It was founded by Colonel Bidwell. He owned most of the acreage within a radius of fifty miles and built up a very pretty little city and his own home is a center of interest.

He left his home to the Chico State Normal, for the girls' dormitory, gave the children a big playground, and a 4000-acre tract to the city for a park. This park is a very popular place during the long, hot summer days. There are two free swimming pools, for the people's enjoyment. One is known as the Five Mile Dam, the other as Sycamore Pool, or One Mile Dam. They are both formed by building dams across the bed of a natural stream. The depth slopes gradually from two feet to ten feet.

The park is an ideal spot for picnicking. The stream runs the entire length of it. The old oak tree, estimated at about 1000 years old, is still standing, and an attraction for all visitors.

After a twenty-minute ride to the north one finds himself in the picturesque foothills, and hidden away in one of the canyons is Richardson's Springs. It is a mineral water health resort, as beautiful as it is healthful.

Again I want to stress upon the co-workers of Safeway women that our part is doubly important. We owe all we can do to our husbands and to the Safeway organization. MRS. E. R. RHOADES, wife of supervisor of outside markets, Sacramento district.

* * *

Opening of New Store

On May 7 the formal opening of Safeway-Pay'n Takit store No. 38 at Cottonwood, Arizona, was held and another link was added to the chain that is rapidly reaching to all parts of Arizona. As I had never attended one of the store openings of our organization I was anxious to go. Cottonwood lies about sixty miles from Flagstaff, which takes about two and one-half hours to reach by car. The road leads through the beautiful pine forest of North-

ern Arizona, and as we drove along the highway the chattering blue jays and noisy squirrels were up and busy and made quite a fuss as we passed by. Our road led us by the way of Schnebley Hill and down through Oak Creek Canyon. This beautiful canyon is the home of Zane Grey during a part of the summer, and it was in this setting that he penned "The Call of the Canyon." Since I feel that even Zane Grey did not do justice to this wonderful piece of nature, I will not even attempt to describe it.

We arrived at our destination about noon and found a busy group of workers getting everything ready for the scheduled opening that evening. The store was very attractive and the sight of the well-filled, beautiful meat cases made me feel grateful that we were not vegetarians.

About 7 o'clock the orchestra, which had been engaged for the occasion, arrived and when the doors were opened the crowd began to pour in. Ice-cold punch, wafers and various favors for the ladies and the kiddies were provided for the pleasure of the guests. The crowd was the largest Cottonwood had seen at any event or celebration for many years. As I stood and watched and listened to them I heard many remarks to the effect that they were very glad to see Safeway-Pay'n Takit come to their community, and they felt it an honor to be so favored. They had come for miles, over mountain roads and from mining towns. There were farmers, stock men and miners; white people, Spanish people, Indians and even Swedes. It was not a crowd such as one would see in a city, but they were wonderful people and all anxious to see the new store succeed.

Don Willard, the store manager, had been reared in this locality, and the manner in which the old-timers wrung his hand and welcomed him back certainly commended the Willards.

Finally the crowd became so thick that in order to make more room the orchestra moved to the dance hall above the store and furnished music for dancing for an hour. The opening was a great success. The crowd was very orderly and well behaved, and the fact that not a single item was missing from the shelves the following morning signified the high morale of the citizens as a whole. I can now understand a little better why our Safeway men get so vitally interested in their work and why the subject of their conversation generally hinges on groceries.—MRS. R. E. NELSON, wife of sales manager, Safeway-Pay'n Takit Stores.

Easy Breakfasts

By BARBARA B. BROOKS

*Home Economics Dept., Kellogg Co.,
Battle Creek, Mich.*

Two of the current magazines carry articles dealing with the enormous increase in the number of married women who are working outside the home and the corresponding increase in the number of bakery and delicatessen products. It is obvious that changes have taken place in the food habits of the American people and this is apparent more clearly in the breakfast menu than any other meal.

Breakfast is inclined to be hurried, especially in the house where there are children to get off to school, and where mother must get to the office, too, it may mean a mad scramble. This scramble is one of the arguments against the employment of married women. If they are not to neglect the nutrition of their families they must be good managers with menus planned in advance and a knowledge of how to make the most of the many ready-to-serve foods which are available.

At this time of year stewed fruit or berries can be prepared the night before and put in the refrigerator. Cereals such as cornflakes, or any of the other appetizing breakfast cereals, are most welcome in warm weather and no trouble to get ready. They offer a choice and in this way cater to the individual tastes, which is often a factor in persuading children to eat breakfast. Fruit, plenty of cereal with milk or cream, and milk to drink furnish a well-balanced meal with the minimum amount of work and effort.

We are giving here some satisfying breakfast menus which can be easily and quickly prepared:

MONDAY		
Cornflakes	Strawberries	Cream
Coffee*		Milk
TUESDAY		
	Fresh Pineapple	
Pep Bran Flakes		Cream
Coffee*		Milk
WEDNESDAY		
	Stewed Prunes	
Shredded Whole Wheat Biscuit		Cream
Coffee*		Milk
THURSDAY		
	Orange Juice	
Rice Krispies		Cream
Coffee*		Milk

FRIDAY		
	Stewed Apricots	
Cornflakes		Cream
Coffee*		Milk
SATURDAY		
	Apricots and Prunes	
Scrambled Eggs		Toast
Coffee*		Milk
SUNDAY		
	Strawberries	
Cornflakes		Cream
	Waffles	Bacon
Coffee*		Milk

*Or decaffeinated coffee.

A Brilliant Affair

The Boston Transcript stands sponsor for the following story:

During a fire in a village in Ohio, the editor of the local paper, being unable to locate the regular reporter, sent out the young woman who "did" the society gossip. Here is her report, as it appeared.

"A brilliant fire was held yesterday afternoon at the residence of Mr. and Mrs. George Sopp, on Crown Hill avenue. A large number of people attended the function.

"Mrs. Sopp, who recently had her hair shingled, made a charming escape in an exceedingly handsome henna silk blouse, the pattern of which appeared in our woman's page last week.

"The firemen, who presented an attractive appearance, were suitably garbed in blue, the tunics being full cut.

"The weather was quite delightful for an affair of this kind, a strong wind blowing. It is rumored that the fire was on a larger scale than any previous affair of a similar kind for years. It is also rumored that it cost Mr. and Mrs. Sopp about \$25,000."

GITTIN' THAR

Hiram walked four miles over the mountains to call on his lady fair. For a time they sat silent on the sofa in the parlor, but soon the spell of the evening had its effect and Hiram sidled closer to her and patted her hand.

"Mary," he began, "you know I got a clearin' over thar an' a team an' wagon an' some hawgs an' caows, an' I calc'late on buildin' a house this fall an'—"

Just then he was interrupted by Mary's mother in the kitchen.

"Mary," she called in a loud voice, "is that young man thar yit?"

Back came the answer, "No, ma, but he's gittin' thar!"

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he's