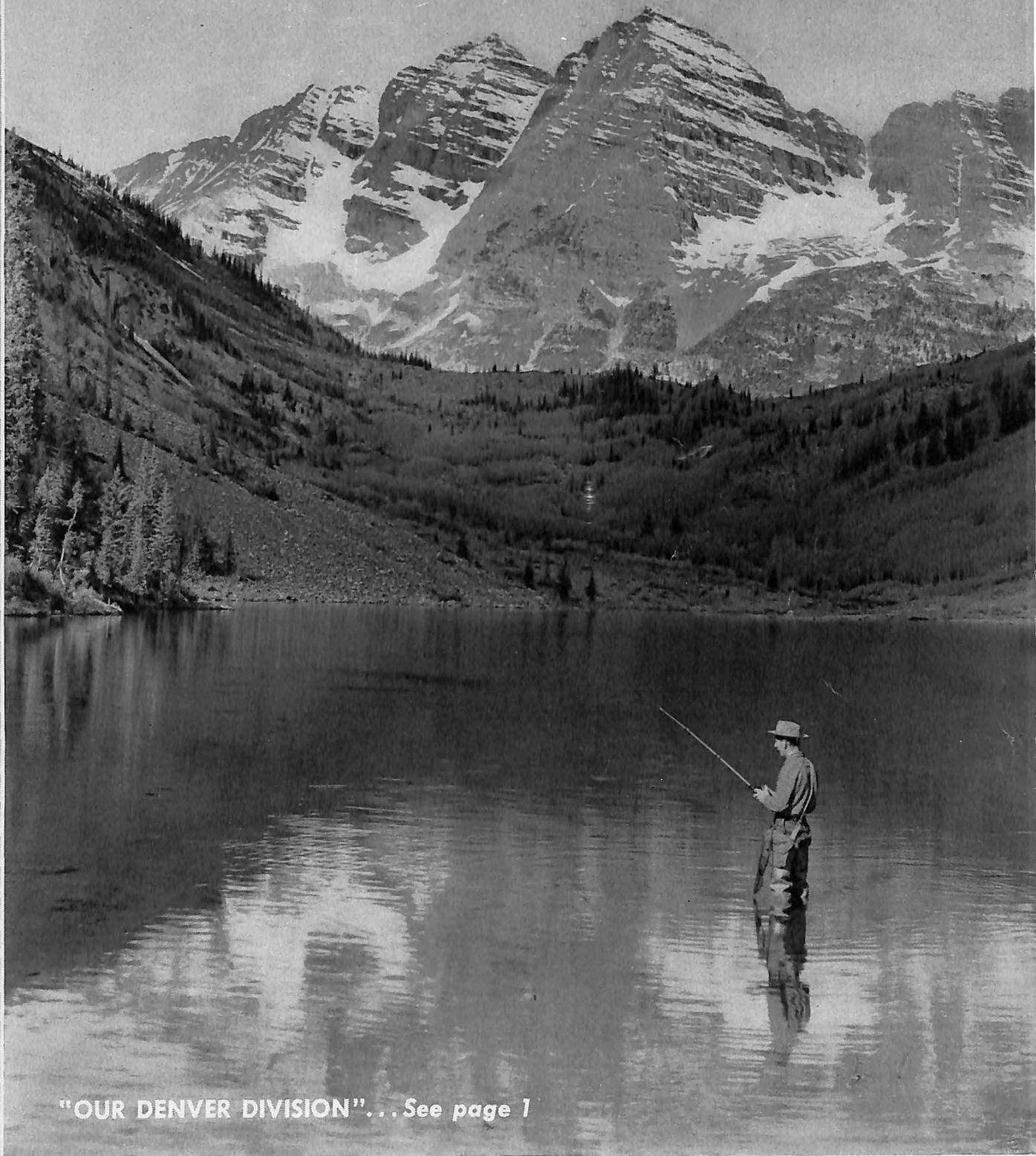


Albert Schaefer



"OUR DENVER DIVISION"... See page 1

SEPTEMBER
1956



SAFeway NEWS



SAFEGWAY NEWS

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SEPTEMBER, 1956

VOL. 11 No. 9

Features

Our Denver Divi	1
Inside Safeway	6
Dallas Towveyor	8
Political Quiz	9
Frozen Foods	10
Produce	11
Service Awards	12
Retirements	13
News Photos	14
Promotions	16
Home Hints	Inside Back
Please The Customer	Back Cover

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NAMES IN THE NEWS

From the Editor's Notebook

RETIRING after 27 years' service with Safeway, **Stanley Roberts**, Omaha Zone Price Reporter, is seen in photo below receiving best wishes from **James W. Hart**, Zone Price Maker. He and Mrs. Roberts have a six-acre ranch near Ashland, Nebraska, where they intend to raise some chickens and "do a lot of fishing." For the latter periods of relaxation, co-workers presented Stanley with a rod and reel, a radio, and a thermos picnic set. Bet those chickens are going to be neglected! . . . For more on this subject of retirements, see page 13, this issue . . . For still more on this subject, we have available from the Chamber of Commerce of the United States some copies of a very interesting booklet, entitled "Look Forward To Your Retirement." Answers a wide range of questions. If you want a copy, FREE, drop us a line.

SAFEGWAY's widely acclaimed produce and meat advertisements (*Safeway's The place to buy . . .*) recently reaped more honors, this time in the Sixth Annual competition sponsored by the Lithographers National Association. We won awards in the 1/3 sheet and wall poster competition. Judges based selection on (1) technical lithographic excellence, (2) quality of art and design, and (3) functional value to achieve a successful end result . . . SAFEGWAY NEWS also was cited by the American Red Cross (*see cut*) for aiding in recent campaign.



STANLEY ROBERTS & JIM HART

Buried 'way down here in our stack of notes is an item about **John F. Martin**, Employee Relations Manager in the New York Division. Reveals that he was appointed Division President of the Safeway Employees Association. The item's an oldie, but we nevertheless want to extend congratulations to our friend John, who is always extending a helping hand for SAFEGWAY NEWS in the New York area.

You know, you've got to hand it to the Greeks. They have a word for just about everything. For instance, in trying to hit upon some "clever" headline for our back cover story, this issue, we finally turned once again to the Greeks. We wanted an



NEWS IS HONORED

attention-getter for the feature, something that would say "Please the Customer" in a different way. We think you'll agree it is different.

Our interview with Safeway's founder, **M. B. Skaggs**, in last month's issue has got the "pot-bellied stove club" a-humming with reminiscences (wonder if the Greeks had a word to replace that one?). We've received many comments about the article, accompanied by additional early-day anecdotes. Keep 'em coming, we'll file the facts for future reference. By the way, some readers have asked, "Just what is Mr. M. B. Skaggs doing these days?" Well, as he stated in the interview, he keeps himself plenty busy with numerous investments. There is one word that has never become a part of Mr. Skaggs's vocabulary: Idle. He relaxes by doing things. This could serve us as a prescription for success, in business as well as just livin' . . .

OUR DENVER DIVISION



DISTRIBUTION CENTER in Denver handles impressive volume of food products for the Division's 134 stores in six states, an area of 327,623 square miles.

By the Roving Reporter

UNLESS YOU HAVE 15 minutes to spare, don't read any further. It will take you (if you're an average-speed reader) about 15 minutes to read the 2,250 words in this story, plus the captions accompanying the 32 photos illustrating this yarn about the territory and the people in Safeway's Denver Division.

You know, this is the fifteenth story that I've written in this series about the Company's eighteen Distribution Divisions. I have covered New York, Washington, D.C.; Butte, Salt Lake City, Omaha, Oklahoma, El Paso, Phoenix, Los Angeles, San Diego, San Francisco, Seattle, Vancouver, B.C., and Winnipeg (still to go: Kansas City,

Dallas, Portland Divisions). These stories represent several thousand miles of travel, several thousand words of descriptions, and I have naturally come to some pretty definite conclusions about this country of ours, meaning both the United States and Canada.

A definite and positive conclusion reached by this reporter is this: *Why are so many Americans agog and delirious about traveling to Europe when they haven't "scratched the surface" of scenic delights in this, their own country?*

This latest jaunt of mine into the Western region of the United States, specifically the Denver Division, convinces me strongly

that travel abroad may be broadening, but we have everything right here as broad and wide, as long and as deep and as high—if not more so—than you'll find anywhere else in the world.

Let me prove it to you in the next 14 minutes. But first, let's get acquainted with the Safeway picture in this section of the land. The Denver Division, operating 134 retail locations, extends throughout Colorado (101 stores) and into five others: Wyoming (14 stores), Nebraska (9), So. Dakota (5), New Mexico (3), Kansas (2).

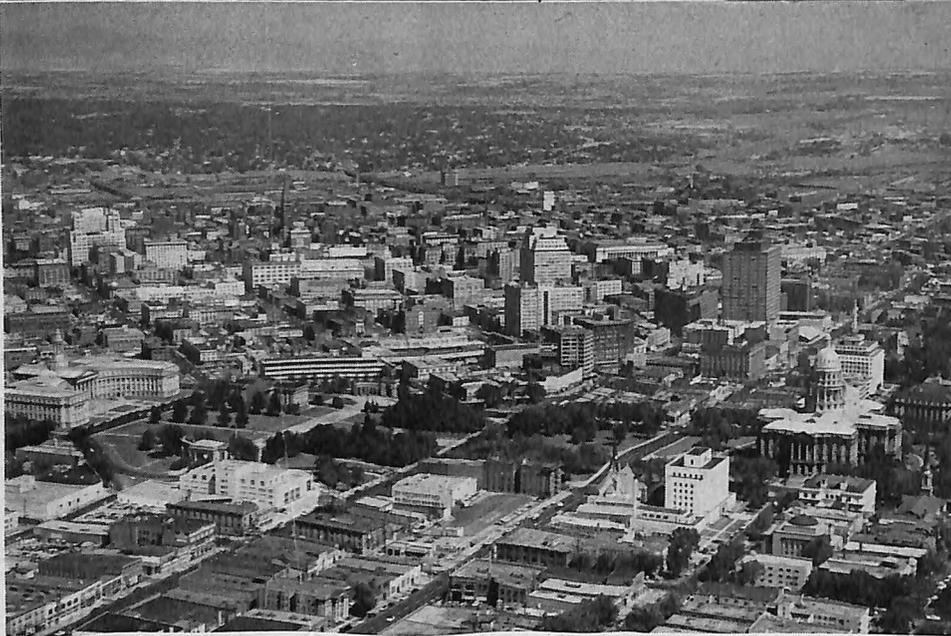
(EDITOR'S NOTE: In reference to other states, it should be remembered that the

COLORADO'S capitol building dominates the beautiful civic plaza in Denver with lofty Rocky Mountain range forming backdrop. Elevation is mile high.



GOVERNOR Edwin C. Johnson, center, and Denver Division Manager T. W. Henritze recount some of Colorado's wonders for Safeway reporter (right).





DENVER, Colo. (pop. 412,856), metropolis of the Rocky Mountain states, is a busy center of industrial growth and a tremendous tourist center as well. In foreground, is civic center plaza, capitol at the right.

Company's Distribution Divisions often overlap. Spotlighting depends on which Division covers the major portion of a state. For example, Kansas will be covered next month in the story of the Kansas City Division.

While merely a toehold in some states, the geographical area covered by the Denver Division is 327,623 square miles, reaching a population of about 1,816,700 people. Farthest town from the Division's

MOLAS LAKE, 10,488 ft. elev., San Juan Range, background, one of Colorado's many sportlands.



headquarters in Denver is Worland, Wyoming, 499 miles; a close second is Belle Fourche, So. Dakota, 466 miles. It's interesting to note that the *smallest* town served by the Denver Division (i.e., having a Safeway store within its town limits) is also pushed by a close rival for the "honor"—Rifle (Colo.) is smallest, with 1,525 pop.; Holyoke (Colo.) has 1,558 pop.

The 217 truck drivers in this Division drive an aggregate of some 6,500,000 miles a year delivering merchandise to the 134 stores. Recently the Division Manager, T. W. ("Mr. Tom") Henritze, staged an annual "Safe Driver Awards Banquet," attended by 206 drivers, honoring 106 of them for driving their "big rigs" the entire year without a blemish on their safe-driving records. Nice rolling, fellows!

There are a total of 3,769 employees in the Denver Division area—3,422 in retail operations, 347 in Supplier and Service Company operations.

Great influence in stimulating the wonderful spirit of fellowship that prevails in this particular Safeway Distribution Division, is the top man himself, "Mr. Tom" Henritze. Gifted with the inborn sense of urbanity possessed by most Virginians (your



MISS AMERICA, Sharon Kay Ritchie, is student at Colorado Woman's College. She plans wedding to crooner Don Cherry, Sept. 22. (See page 4.)



QUAINT Opera House in gold-mining Central City, Colo., where thousands attend plays each summer.

reporter is a Californian!), "Mr. Tom" is actually beloved by all who know him, and the man is known throughout the 327,623 square miles of the Division and far beyond. He has a ready smile, a ready handshake, a kindly word, a guileless wit, and the visitor is made to feel as welcome as an invited guest.

2

DIVISION MANAGER T. W. Henritze (seated, center) with Division staff members: R. E. Finney (left), H. A. Theander, R. L. Campbell, J. B. Woodward; (standing): Roger W. Smith, John Iskra, Clarence Daane, M. E. Powers, A. A. Palmquist, Leo K. Williams, L. B. Patterson. (M. M. Humphreys was absent.)



KEY EXECUTIVES shown with R. L. Campbell, retail operations mgr. (seated, center) include (standing) R. C. Ludeman, F. W. Hirst, Paul K. Hendrix, J. Folsom, H. F. Ball, John Radic, Frank Seeley, H. A. Cominiello, C. A. Baker; (seated) Frank N. Hall, Grady C. Bugg, Campbell, A. L. Morgan, O. M. Baker.



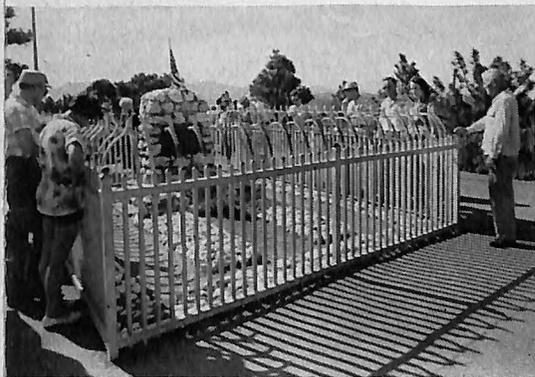


CHUCK WAGON race, above, is thrilling event at the Frontier Days celebration held annually in Cheyenne. It's here that world's greatest cowboys gather for famed rodeo amid spirit of early days.



THREE SPOT is this critter's name (above) bouncing Buck Boyce off the earth. Cheyenne's rodeo is the granddad of them all, over 50 years old. Now these shows have spread West, East, North, South.

TOMB of "Buffalo Bill" Cody, atop Lookout Mountain, is short drive from heart of Denver. Museum here does thriving business. City of Golden nearby.



RED ROCKS, below, form spectacular amphitheatre with world-famed, unusual acoustical properties.



SECRETARIAL charm is exuded by these Denver damsels (seated, left to right): Shirley C. Crookston, Donna B. Laybourn, Juanita B. Tolve, Myra J. Koehler, Helen M. Byers; (standing): Irene C. Korbe, Betty M. Chapeloni, Arliss M. Wilkinson, Beatrice Brackton, Carol Brackton, Lela Conger.



FRONTIER DAYS celebrates exciting past of Dakota Territory, home of Shoshones, Crow, other tribes.

Your reporter accompanied "Mr. Tom" for a visit at the capitol with Governor Ed Johnson of Colorado. It was a delightful chat we had, and what follows here in raves about the state, you can attribute in part to the charm of both "Mr. Tom" and Governor Ed. But a major part of credit (for the data) must go to L. B. "Pat" Patterson, the Division Public Relations Manager, and to Malcolm Grover, area manager of Safeway's Public Relations Department. These two fellows loaded me with story material . . . and this brings us back to the relative merits of traveling abroad.

There are six times as many mountain peaks in Colorado than there are in Switzerland. The state has 1,000 peaks more than two miles high! . . . The world's largest swimming pool is at Glenwood Springs (and what fun your reporter had at this spa. This is the spot searched for by Ponce de Leon!). At Steamboat Springs, Colo., there are 99 varieties of hot springs, *duplicating every spa in Europe.*

Get a load of this: more than 13,500,000 trout are caught annually in Colorado's streams and lakes. The largest fish hatchery in the world is at Rifle Creek. There are

POPULAR "Store Hostesses" pictured below with Delphine Schmitt (seated, cen.), who is Div. customer consultant. Group includes (seated) Corinne Painter, Mary Brune, Miss Schmitt, Rachel Kirkpatrick, Joan Moore; (standing) Laura Kubin, Donna Dean, Doris Herrmann, Aileen Arner, Bea Bonner.



THREE SPOT is this critter's name (above) bouncing Buck Boyce off the earth. Cheyenne's rodeo is the granddad of them all, over 50 years old. Now these shows have spread West, East, North, South.

ANCIENT INDIAN cliff dwellings in Mesa Verde National Park are rated among best preserved Indian ruins in North America. Below is "Palace."

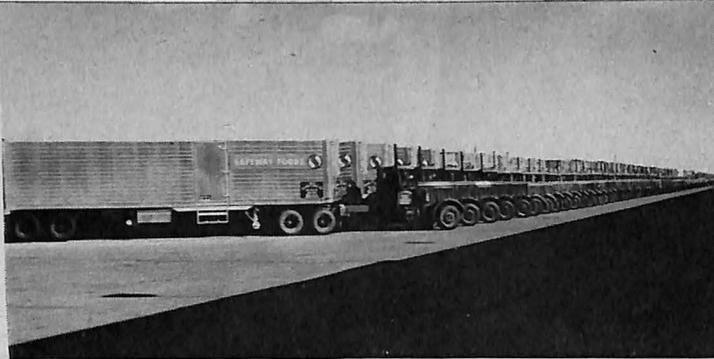


OFFICE in Denver, below, where Safeway's six-state operations keep tabulators humming daily.



WAREHOUSE executives include (l. to r., seated) N. Scherzer, G. S. Delaney, whse. op. mgr.; W. E. Bennett; (rear) P. Waggoner, K. Taylor, Mike Bis-tranin, J. Zerlengo, A. Adducci (absent: W. Neal).

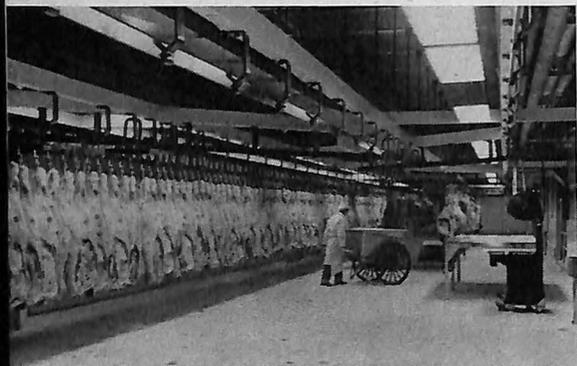




TRUCKS lined up at Safeway's expansive distribution center in Denver. There are 217 drivers in the Div. and they travel about 6,500,000 miles per year.



T. W. HENRITZE (3rd from l.), Div. Mgr., with Driver Award Winners W. E. Haggard (l. to r.), R. Morris, L. Scott, J. Stodola; W. Neal, Trucking Manager.



INTERIOR of meat warehouse at Safeway's Denver distribution cen. gives glimpse of a section of aging room. In 1955 Safeway bought \$33,190,000 of Colorado livestock and meat products.

13,022 miles of unposted trout streams and 2,311 trout lakes in Colorado which are free and open to public fishing . . . As for hunting, deer, elk and bear are so plentiful that the hunter who fails to bag one *just didn't keep his powder dry*, that's all . . .

Colorado, as you know, is the highest state in the nation. One of the steps at the entrance to the state is marked "elevation one mile . . ." Highest national forest is the Rio Grande National Forest . . . Highest laboratory in the world is on Mt. Evans (14,260-ft.) . . . Highest suspension bridge in the world spans the Arkansas

River over the Royal Gorge . . . Highest flat-top mountain in the world is 53-acre Mesa Verde at 10,000 feet . . . Highest auto highway (alt. 14,260 ft.) is the Mt. Evans road in Clear Creek County . . . Highest transcontinental railroad route is at Marshall Pass (10,846 ft.) . . . You'll find no less than 19,000,000 acres of timberland in this state, between one and two miles above sea level . . . The largest rocking stone in the world, Miracle Rock, is near Rico (82-feet high, so finely balanced a child can set it in motion) . . .

Miss Colorado of 1956, Sharon Kay Ritchie, who became Miss America, attests to the stellar beauty of this part of the world. (Yes, yes; I know that the beautiful Sharon actually hails from Grand Island, Nebraska, and that her folks have long been customers of our store No. 947 there. But Sharon is now a college student in Denver.)

On this delectable subject of Miss America, let's draw another note of comparison. Sharon Ritchie has steadfastly ruled out "cheesecake" photos. She won her laurels, in fact, on personality, character and facial beauty. She is devoutly religious. On her travels, she always takes along a devotional book and reads a chapter each morning. This is significant. Her predecessor, Miss Lee Ann Meriwether, of San Francisco, whom this reporter knows through an interest in the Order of Rainbow for Girls, always opens the Bible each night at *Gene-*



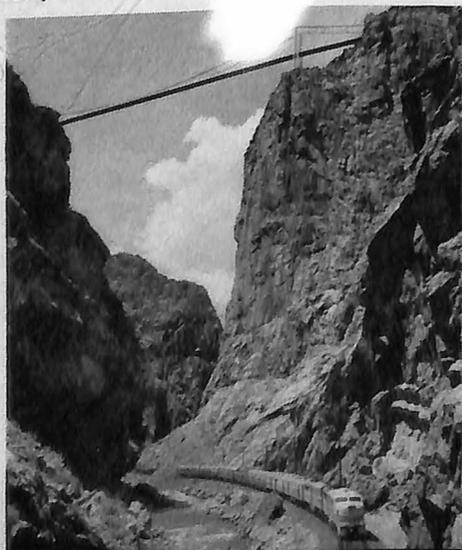
DEADWOOD, in the Black Hills of So. Dakota (pop. 3,600) born of gold, is full of Old West drama.

sis, Chapter 9 . . . Can such moralistic traits possessed by these two young American beauties be topped by any entry from abroad? . . .

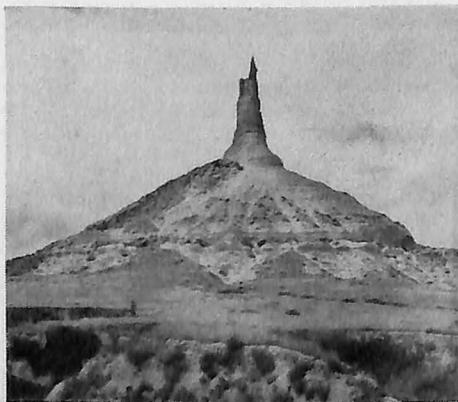
There is a coal mine near Crested Butte, Colo., which, I must grudgingly admit, is the *second* highest in the world . . . But let the rest of the world take a back seat and view the Red Rocks natural theatre near Denver. Rated the world's most magnificent outdoor theatre, its rocky walls are reputed to be 60 million years old . . . For the benefit of produce clerks, here's an encyclopedic gem: the world's first commercial head lettuce was grown by George Ton near Westmore, Colo. . . .

Remember, thus far, I've been citing

ROYAL GORGE, below, is a rugged display of nature's beauty. Here Arkansas River cuts through rocky mountains. Bridge is highest in world.

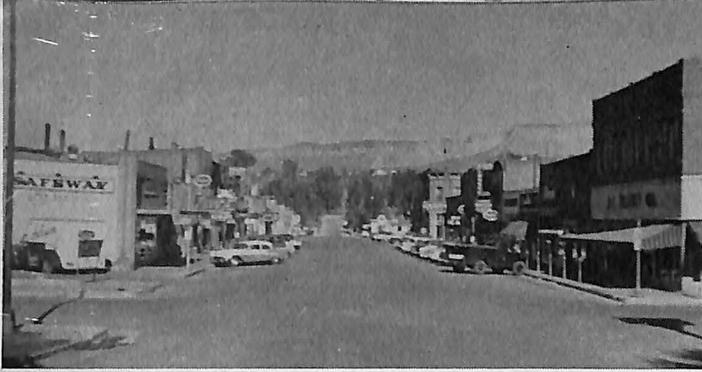


CHIMNEY ROCK, near Scottsbluff and Bayard, Nebraska served as landmark to early day pioneers traveling in covered wagons over Old Oregon Trail.



WORLAND, Wyo., in Big Horn Basin is celebrating 50th anniversary and crew of Safeway's store (managed by Lyle Bennett) join "Wild West" spirit.





RIFLE, Colo. (pop. 1,525) is smallest town with Safeway store in Denver Division. It is "oil shale capital of the world." Also marvelous vacation spot.



CREW of Safeway Store 608 in Rifle (above, l. to r.) includes Herb Richards, Evelyn Roe, Tom Moore, Marty Hotz, Albert Bellgardt, mgr.; Glenn Pearson.

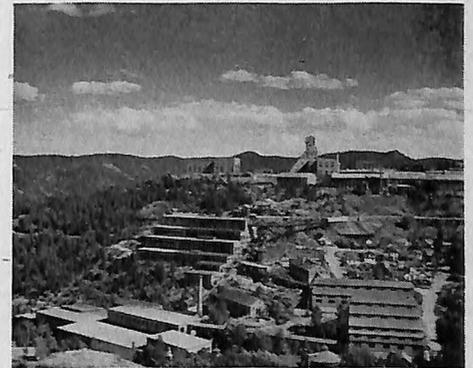
nothing but the attractions in the state of Colorado (and these but a few of the many). Other states in this Denver Division alone—Kansas, Nebraska, New Mexico, So. Dakota, Wyoming—can leap to the fore with their own unsurpassable charms. I wish you could see the copious notes compiled by our reporter Estelle Laughlin, dealing with the Nebraska region around Scottsbluff. These tell of the Old Oregon trail going through Mitchell Pass, the rugged indescribable beauty of the eroded roadbed carved deep into earth's history book by the grinding wheels of the covered wagons . . . The Chimney Rock, dominating the plain's skyline, called "Finger of God" by pioneers . . . And the buffalo-roaming, Indian-hunting days that added to the West's thrilling saga . . .

And I wish you could see the wealth of interesting material from Location Manager Frank Gnirk and others of Deadwood So. Dakota, piled atop my desk. Here we find the famed Homestake Gold Mine, largest in the Western Hemisphere. Tales of Wild Bill Cody and Calamity Jane . . . And Wyoming with mountainous splendor that ranks with the world's most colorful vistas. This is the land of the Tetons and Yellowstone . . .

But you can see, *there is too much to see to write about in this land*—especially in the 10 minutes allotted to this part of our story.

Apart from being impressed with the scenery that abounds here in the West, I am equally impressed with the tremendous part Safeway plays in the economy of the region. In Colorado, taking 1954 as a typical year, the Company's payroll in the state was \$9,896,700; we spent \$1,327,500 in local advertising, dues and donations; another \$520,400 in taxes; paid out \$457,600 in rentals; and our investments were valued at \$21,670,000.

Last year, Safeway's purchases of Colorado products present an impressive picture: We spent locally \$33,190,000 for livestock and meat products; \$3,595,800 for sugar; \$3,366,900 for produce (not including potatoes, which accounted for another \$2,324,400); \$2,822,100 for milk and dairy products; \$2,228,800 for flour and cereal; poultry and rabbits accounted for \$2,196,400; and \$1,804,900 for canned, dried, frozen fruits and vegetables. That, dear reader, represents a lot of food. Take a lot of such home-grown food, add immeasurable scenic attractions, sprinkle with sparkles such as Sharon Kay Ritchie, add an exciting dash of Cheyenne's "Frontier Days," mix thoroughly with old-fashioned Americana—and in my book you have a mixture unlike anything else in the world. Those who don't agree (present company excepted) must be victims of *agnosia!* . . .



FAMED HOMESTAKE Mine, in So. Dakota, one of the world's great producers of gold, tops in U.S.

Photo Credits

We are indebted to the following sources not alone for the photos used in our Denver Division story, but in many cases for factual data as well: The Denver Convention & Visitors Bureau, Denver C. of C., Ray Burns, O. Roach, Deadwood C. of C., De Vere Helfrich, Robert W. Schott, Scottsbluff C. of C., Dean Conger, The Denver Post; The Rocky Mountain News, The Omaha World-Herald, Chas. E. Grover.

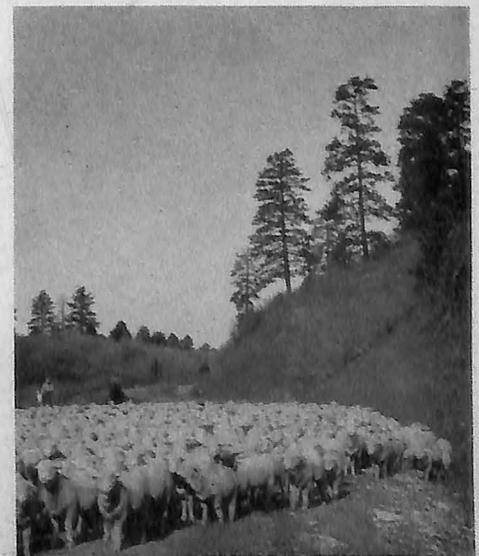
SHRINE of Democracy is Mt. Rushmore Memorial, shown below, near Rapid City, So. Dakota. Busts of four famous American Presidents are sculptured.



BUFFALO, the highly prized livestock of the old Indian days, still roam the West on game refuges.



SHEEP are plentiful in this part of country. Herd below photographed on road near Bayfield, Colo.





Doe Addresses Convention

Guest speaker at luncheon held during recent 68th convention of the National Association of Railroad and Utilities Commissioners in San Francisco was Safeway Vice President Rilea Doe (see photo, right). Several hundred members from all over the U.S. were present, as well as local top brass of the Army, Navy, Air Force and Coast Guard. Title of Vice President Doe's speech was, "Is it Worth Defending?" Among Safeway executives present were President Milton L. Selby, Vice Presidents Drummond Wilde, George Burroughs, Ralph D. Brown; Ed Hillyer, Public Relations, and S. S. Bloom, manager of the Utilities Department.



VICE PRESIDENT DOE SPEAKS

Lamb Instructor

Each year, in Oregon, Safeway offers 30 County scholarships to outstanding 4-H Club members entitling them to attend a two-week summer school session at Oregon State College. The teaching staff numbers about 90, with some instructors coming from as far away as India, Thailand, Scotland. One of the instructors is Safeway's Portland Division Training Instructor Barney Duin, who has been conducting an annual course on meat for the past several years. This year his subject was the cutting and preparation of lamb; students were shown how lamb is cut for the retail trade, saw movies on lamb and nutrition, and witnessed demonstrations on proper cooking. Of the 100 students attending the summer session, some 600 heard Duin's lectures. A small group of his students is pictured below with Instructor Duin.

Belong to S.E.A.?

Membership last year in the Safeway Employees' Association increased by 6.14% or 2,028 members over 1954. Fifteen div-

isions had increases in membership and two had slight decreases, although Association-wide, the percent of potential participation in 1955 decreased to 65.71% as compared to 67.43% for the previous year. Association President J. F. Flaherty urges all non-member employees to join, pointing out that "the S.E.A. program has been especially designed to create a spirit of friendliness among employees." Currently S.E.A. boasts an international membership of 35,033 full-time and part-time employees in all Distribution, Supplier and Service Divisions.

Better Butter

Several hundred of the nation's top butter-makers entered products in recent contest sponsored by the Minnesota Department of Agriculture, among them the Durand, Wisconsin plant of our Lakeside Butter Company. Plant Manager H. O. Rutherford proudly announces that Lakewood's entry, taken from the current daily make of Spring House Butter, scored a near-perfect mark of 98.50.

Triple Awards

Both the bread plant and the cake plant of Fairfax Baking Company in Los Angeles won awards in the recent 8th Annual Bakers Forum. Conducted by the Bakers and Allied Tradesmen of the Los Angeles area, three separate Awards of Merit for outstanding quality and craftsmanship were won by our White Bread, Coffee Cakes, and Doughnuts. In picture, right, holding one of the awards, is Cake Plant Manager A. C. Paterson; seated is Bread Plant Manager C. A. Groh.

Safeway Brand Names

Vice President W. S. Mitchell announces it has been decided to cut our Safeway Brand (formerly known as Sponsored

Brand) names to three for our Canned Fruits, Fruit Juices, Vegetables, and Vegetable Juices. They are as follows: *Town House* will be the Safeway Brand name for Fancy and Choice fruits, fruit juices, Fancy vegetables and vegetable juices (exceptions which will retain their established names: LaLani Pineapple and Pineapple Juice; Empress Maraschino Cherries, and Zippy Pickles). *Highway* will be the brand name of Standard fruits and Extra Standard vegetables. *Gardenside* will be the brand name for Standard vegetables.

Each *Town House* label will carry the Safeway circle "S" insignia in conjunction with the phrase, "A Safeway Guaranteed Product." Instead of the present Regent Food Distribution legend, the labels will carry "Safeway Stores, Incorporated, Distributor, Oakland, California," so that there will be no doubt in the customers' or employees' minds that this is a Safeway brand.

Except for changing the brand names to *Town House* and adding the above mentioned elements, there will be no change in our present labels. The vignettes and background colors will remain as at present. This was deemed desirable in order to retain some continuity of identity. Conversion of *Town House* will not be made immediately or in all Zones simultaneously. The change-over will be made only as label supplies are depleted—item by item. It is estimated that six months to a year will elapse before the change of all labels is completed.

PLEASE!

If you are moving, please report your new address promptly to your employee relations manager. Include both your former and your new address. The post office doesn't forward magazines that are sent via third class mail, hence your copy of **SAFEWAY NEWS** will not reach you unless we have your correct mailing address. Having the magazine returned to us means extra postage costs; but more important, we don't want you to miss a single issue. Help us, please!—Ed.

STUDENTS LEARN LAMB CUTTING



LOS ANGELES BAKERIES WIN





OAKLAND RELAY CENTER

Speeding Messages

A new teletypewriter communication system has now been installed which ties together 65 Safeway operations, so that communications can be transmitted speedily between offices of all U.S. Zones, Clinton Supplier operations (Easwest and Rexford), the Administrative Office, and Central Accounting Department. The control point for the entire system is the Relay Center at the Oakland Administrative Office. The system utilizes the latest developments in teletype equipment, and circuits operate at 60 words per minute. System not only speeds up communications, but cuts costs by taking the place of long distance telephone calls or telegrams between the connecting offices throughout the U.S. In picture above is the staff of the Administrative Office Relay Center: left to right, Ileen Burkhart, Relay Center Supervisor Katherine McGrail, Mary Fontes, and Sandra Luff.

Make a Date with Yourself

The privilege of voting in an American election is a priceless heritage. How inconceivable it would have been to those countless patriots who fought and died to ensure us this legacy to discover there are those among us today, far from fighting to vote, instead find it too much trouble to



"Would you mind opening the tuna?"

walk or drive a few blocks to cast a ballot. If you have failed to register, check immediately with your local County Clerk or the headquarters of your local political party. In some States, it is still not too late to register. Study the issues and the candidates, then decide where you stand, and VOTE. Your single vote isn't merely one small unimportant X on a ballot. It is your *voice*, joining with others, speaking your choice of governmental leaders and sharing in its decisions. As pointed out by John C. Cornelius, President of the American Heritage Foundation, "All of us believe that intelligent voting is a basic act of citizenship. It performs two tasks. At home, it preserves the democracy whose benefits we all enjoy. Abroad, by the message of hope it carries from free men, it strengthens the cause of Freedom the world over." Don't fail to keep that date at the polls on November 6!

Slogan Contest

Dwight Edwards Company is sponsoring a "Back to School Safety" slogan contest for customers, September 17 to 30. Customers need not make a purchase to enter; entry blanks will be available at coffee displays in stores. There will be a separate contest and winner in each Zone. Prize for each winning entry is a Golden Fiesta Model Roto-Broil.

Eight New Stores Opened

During the latter part of June and first part of July, five new stores were opened in the U.S., three in Canada. New Canadian locations included one in Kenora, Ontario; one in Winnipeg, and one in Regina, Sask. In the U. S., new stores were opened in Brooklyn, N.Y.; Dumont, N.J.; Fairfax, Va.; Long Beach, Calif., and El Paso, Texas.

Much New Construction

Construction was begun in June and early July on a record-breaking number of new stores (35) plus the Dallas Division Office building at 9111 Garland Road, Dallas. New stores under construction include seven in Texas: one in Stephenville, Eastland, Abilene, Waco, New Boston and two in Temple. Four in Arizona: in Flagstaff, Coolidge, Phoenix and Prescott. One in Arkansas, in Stuttgart. Six in California: in Oildale, Delano, Bakersfield, Barstow, Victorville, and Santa Clara. Two in Idaho: in Pocatello and Coeur d'Alene. Two in Missouri: in Monette and Moberly. Two in Washington: in Vancouver and Yakima; Two in Utah: in Salt Lake City and Magna. One in Kansas, in Fort Scott. Two in Oklahoma: in Norman and Clinton. One in Oregon, in Portland.

In Canada, construction was begun on stores in Selkirk, Man.; Burnaby, B.C.; Lulu Island, B.C.; Vancouver, B.C., and in Winnipeg, Man.

Letters

CANCER CRUSADE

Sir:

We want to thank you for the full page back cover that you gave to the cancer crusade. We feel sure that cooperation such as this may be the means of helping us save many lives.

ESTHER ALLEGRETTI
Magazine Editorial Service

American Cancer Society, Inc.
New York City, N. Y.

ENJOYS NEWS

Sir:

Privileged as I have been to receive your publication for a considerable period, I can thoroughly understand why it so often receives the annual top award in the house organ field. It has a broad range of interests and news coverage, which is unusual among publications for employees.

HARRY C. DUNCAN
District Supervisor

The Travelers Insurance Co.
San Francisco, Calif.

LIKES HOME HINTS

Sir:

Just a note to tell you how much my husband and I enjoy reading the SAFEWAY NEWS. I look forward to each issue with special interest in the last page [Home Hints] . . .

MRS. J. K. PETERSEN
San Leandro, Calif.



"I've told you so many times not to slam that gate!"



EMPTY hand trucks, in Dallas Grocery Warehouse, return automatically along towveyor's slotted steel track to order selection area for loading.

empty trucks, thereby eliminating the use of floor space in the warehouse for this function.

Dallas Warehouse Operations Manager W. D. White says that a recent survey, based on a 2,700-ton week movement, showed that by the use of the towveyor, an annual savings of about \$14,000 a year can be effected, in comparison to other methods in general use, and as volume increases, more savings can be made.

As a result of the towveyor's success in the Dallas warehouse, the method is being considered for installation in other Safeway Distribution Divisions.

Round and Round It Goes

"GOING AROUND IN CIRCLES" doesn't always mean a state of confusion. In the Dallas Zone Grocery Warehouse, for example, it represents the height of efficiency. Pictured directly above is the warehouse's "towveyor," which means of an endless chain mechanism 1,250 feet long, keeps loaded hand trucks making the rounds at a rate of 100 feet per minute through a prescribed area. Empty hand trucks are returned by the same means.

A steel track with a slot one-inch wide is installed flush with the floor

surface directly over the path of the chain. Hand trucks are hooked onto the conveyor, spaced at 15 foot centers along the line. The towveyor travels the length of the shipping dock, makes a complete loop at the selection area, and returns to the shipping dock, bringing filled wagons to the shipping area and taking empty trucks to the order selectors. The line is never static, but always moving, carrying both empty and loaded wagons.

In addition to allowing an even flow of merchandise to the loading dock, the line is also used for storage of all

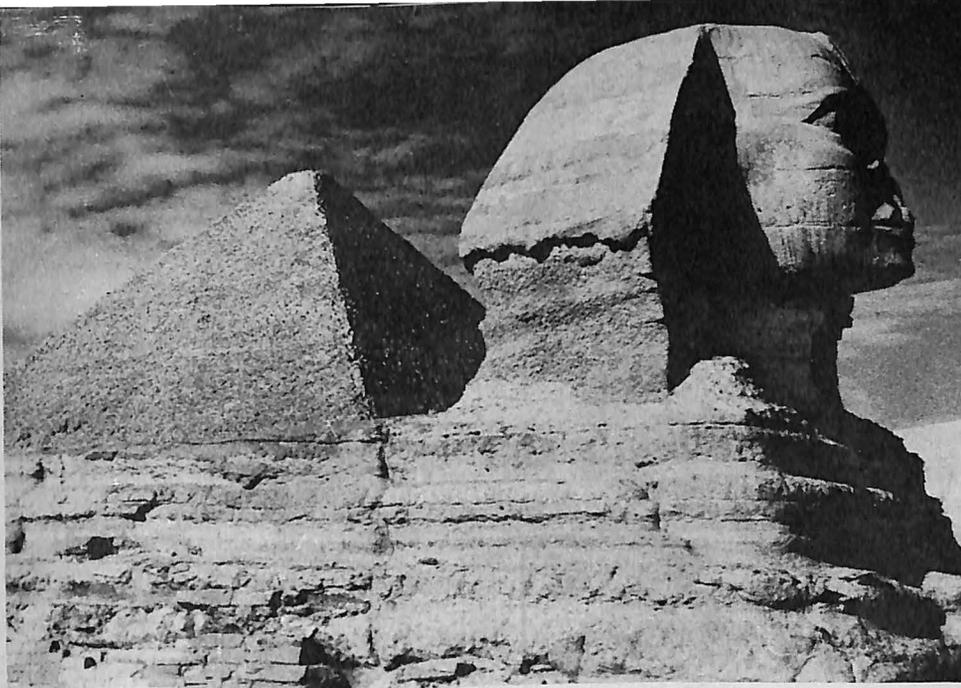


THIS typical truck, just emerging from Dallas's mechanical drive-through washer, will move around to warehouse's loading dock to receive merchandise for delivery to the retail locations.

LOADED wagons move along slot, over endless chain mechanism, to loading or completed order area. Survey shows system effects considerable savings.

SCENE BELOW, normally much more active, was snapped at noon; shows loads being removed from towline at proper places for loading onto trucks.





Sphinx Poses Political Questions

Ancient mythology relates the story of the Sphinx (pictured above) which asked passers-by a riddle and destroyed those who could not answer it. Were a modern sphinx with us today, its riddle undoubtedly would center upon the forthcoming Presidential Election, November 6. If questions such as the following were asked, pertaining to American politics, could you avoid destruction by the Sphinx?

Q. How many Members has each State in the House of Representatives and the Senate?

A. Each State, by the Constitution, is always entitled to two Senators, and at least one Representative (all beyond this latter minimum number are apportioned among the States according to population). Under the law now in force, the membership of the House of Representatives is fixed at 435 indefinitely. New York State has the most, 43 Representatives, followed by California and Pennsylvania with 30 each; several States have only one Representative (Nevada, Vermont, Wyoming, Delaware).

Q. How much greater is the salary of a Senator than a Representative's?

A. They both get the same salary. Each Member of Congress receives a salary of \$22,500 a year. The Speaker of the House and the President pro tempore of the Senate (when there is no Vice President) receives \$35,000 a year.

Q. Do Members of Congress pay income tax on their salaries?

A. Yes. Incidentally, campaign expenses are not deductible in figuring income tax.

Q. How can any citizen get his views considered by Congress?

A. The Constitution of the United States provides that "Congress shall make no law respecting . . . the right of the people peaceably to assemble and to petition the Government for a redress of grievances." A special place is set aside in the Congressional Record each day for petitions which may be filed by a Member and referred to the appropriate committee for consideration. The notation in the Congressional Record recites the name of the Member offering the petition, the name of the petitioner, and a brief summary of what the petition contains.

Q. How should one address a Member of Congress if he desires to communicate with him?

A. Example as follows: Hon. John Jones, M. C., House (or Senate) Office Building, Washington, D. C. If Congress is not in session, the communication should be addressed to his home town.

Q. What is a party leader?

A. There is a majority leader and a minority leader in both houses of Congress. In talks on the floor, Members do not usually refer to Democrats and Republicans—they refer to the "Majority" and the "Minority." The majority leader at this time is a Democrat and the minority leader is a Republican. The majority leader has the more influence, of course, since he has the majority of the membership back of him.

The leader is all the title implies. He leads in party debate. He brings forward party programs and policies. His advocacy of, or opposition to, proposed legislation indicates the party preference. The majority leader has much control over what legislative programs come up and when.

Q. What provision is made in case of the death of a President in office, or his removal, resignation, or disability?

A. In such case the Vice President exercises the powers and duties of President. Next in order of precedence are: Speaker of the House of Representatives, President pro tempore of the Senate, Secretary of State, Secretary of Treasury, Secretary of Defense, Attorney General, Postmaster General, Secretary of the Interior, Secretary of Agriculture, Secretary of Commerce, Secretary of Labor.

Q. Does the United States furnish an official residence for the use of the Vice President?

A. No, although the matter has been seriously considered at various times, to the extent of introducing legislation on the subject.

Q. What are the salaries of the President and the Vice President?

A. The salary of the President was raised in 1949 to \$100,000 a year; in addition he has the use of \$50,000 annually for traveling and entertainment expenses. The Vice President receives a salary of \$35,000 a year, supplemented by an expense allowance of \$10,000, plus an automobile.

Q. What are the official duties of the President's Cabinet?

A. The Cabinet comprises the heads of the 10 executive departments of the Government. It has no official duties or responsibilities as such but is recognized as constituting the President's regular board of advisors, meeting usually each week in the Cabinet room of the Executive Offices. Other officials may be invited by the President to attend Cabinet meetings. Cabinet members receive a salary of \$22,500.

Where ZERO Means SOMETHING!

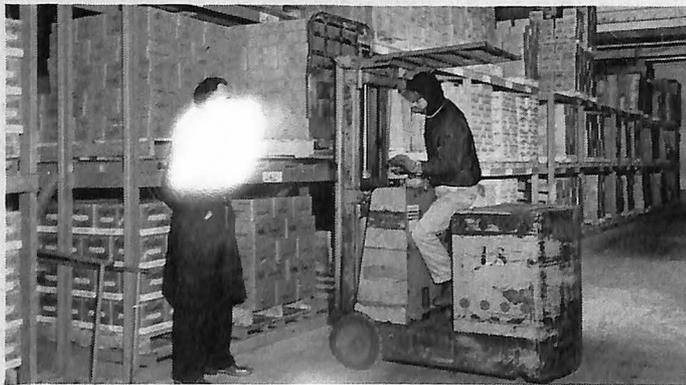


PLANT Mgr. W. J. Kenny and Whse. Op. Mgr. Frank Glasgow survey lineup of refrigerated trucks at receiving dock of Los Angeles' Frozen Foods Warehouse.



RECEIVING Clerk R. Baratti checks temperature of incoming merchandise to insure maintenance of quality. Employees, who work in 10° below zero temperature, wear insulated suits weighing only 39 ounces and insulated boots.

LOS ANGELES' Frozen Foods Warehouse is considered the most modern mechanized plant of its kind in the West. An automatic refrigeration system maintains an even temperature of 10 degrees below zero, and there is about 31,500 square feet available for storage space. On arrival of frozen foods at warehouse (in refrigerated trucks or rail cars), merchandise is inspected and temperatures checked to insure proper maintenance of quality. Items are then palletized, with pallets dated and coded so that they can be rotated properly and located quickly. Some 1,000,000 pounds of frozen foods are sent to Division's stores each week.



PLANT Mgr. Kenny watches Operator Bert Pharris place merchandise on assembly line (from the warehouse employees work 2 hours in storage area, then rotate to outside work 2 hours before returning to warehouse).



FOR distant stores which receive mixed loads, frozen foods are packed in insulated bags, as above, which are cooled with dry ice. Shown loading ice cream are M. Resinger, F. Varley, Chas. Mullvany, and, far rear, J. Jenkins.

WITH upper and lower belts running on assembly line, two trucks can be loaded at the same time. Below, rear, are Order Caller Frank Disney, Order Filler Paul LeSage; front, Order Caller Dale Kelly, Order Filler W. Wellin.

TRAILER at loading dock is being stocked by, center, W. Jordan and (in doorway of trailer) J. Trinkause; rear, Foreman Edward O'Keefe. Trailer, bound for local stores, was pre-cooled to 10° below zero before being loaded.



We Buy 1500 Carloads of PRODUCE EVERY WEEK!

GROWERS OF FRUITS AND VEGETABLES, from the small farm to the expansive acreage, in virtually every producing area in the land, share in the tremendous distribution of farm products by Safeway Stores.

From farm to consumer, in a direct line as indicated by chart on the right, the fresh fruit and vegetable products are purchased by Safeway's Easwest Produce Company field buyers at the rate of 1,500 cars a week. This tremendous tonnage requires heads-up attention on the part of produce experts all along the line, to preserve farm-fresh quality of merchandise.

Safeway's produce operations, under the supervision of Clinton Suppliers, which directs the facilities of Easwest Produce and Rexford Pre-Pakt Companies, are geared to the demands of mass distribution, the result of many years of research and experimentation. Today one finds Safeway field buyers at practically every important source of supply on this continent (as well as on special market-tours abroad), conducting a constant search for quality. Branch offices, and plants for pre-packaging of carefully selected items, are also found at strategic points to better serve retail outlets in the 2,000 stores operated by Safeway in the U.S. and Canada.

Watching the seemingly endless train of "reefer" cars clickety-click by, at the rate of 78,000 cars a year, one can visualize the savory contents of each kept intact by modern methods of refrigeration and skilled know-how. The tempting array of colorful fresh fruits and vegetables in a Safeway store presents final testimony of the sort of follow-through given each shipment by those directly responsible—from farm, in transit to warehouse and retail location.

September especially is a month during which colorful displays of produce reach a peak. Apples, for example, after being in the "background" during the past couple of months, come into the consumer's spotlight. The world-famous apple country of

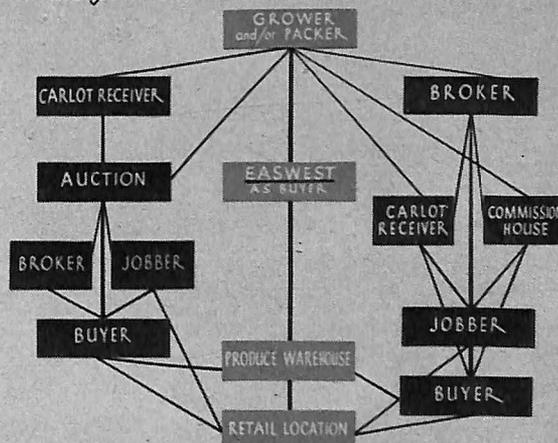
CLINTON Suppliers' Mgr. R. J. Matheison and Easwest's Guy Bear (l. & r.) pose with Toy Dealer L. Heironimus and Railway Exec. Carl Olsen during preparation of an exhibit to emphasize Safeway's purchase of produce.



ORGANIZED VS. DISORGANIZED BUYING

FRESH FRUITS & VEGETABLES

"A straight line is the shortest distance between two points"



Each handling along the Life Line - Producer to Consumer - adds to the cost of the product, tends to increase waste and to shorten shelf life.

USUAL METHODS of procuring produce is indicated in chart above, left and right, while down center is shown the "straight line" of Safeway's Easwest.

the Northwest starts harvesting juicy Jonathans and Delicious. These same popular red varieties will be available from other sections of the country as well.

Tantalizing, flavorful grapes—the famous Flame Tokays, Thompson Seedless, Black Ribiers, Lady Fingers, Red Malagas, and Italias—from incomparable California regions, are plentiful this month. Golden ripe Elberta and J. H. Hale peaches, and pre-ripened, mellow Bartlett pears, are other items adding to sales-tempting displays.

Abundant supplies of vegetables also greet the consumer this time of the year. To name a few: avocados from California and Florida; broccoli from California and New York; cabbage from Colorado, New York, Texas and Utah; carrots from California; celery from New York, Utah, California; corn from Idaho, Missouri, New York, Oregon, California, Washington; onions from California, Colorado, Idaho, Michigan, New Mexico, New York, Texas, Utah, Washington; sweet potatoes and yams from Arizona, California, the Carolinas, Louisiana, Texas, Virginia.

Thus, to name but a few of the variegated items that will contribute to colorful produce displays in Safeway stores during September, we get an idea of the contents of those more than 1,500 freight cars rolling into our distribution centers. Terminal point is the consumer's "food basket" filled at the best place in town to buy produce—Safeway!

RECOGNITION OF SERVICE



WICHITA employees recently honored for long-time service include, l. to r.: F. Haskell, truck dept. mgr. (20 yrs.); H. Christensen, price reporter (30); R. Smith, grocery supply mgr. (25); A. Rupp, meat cutter (20); Zone Mgr. G. W. Bluethman; Ned Hill, acct. dept. (20); Roy Jackson, distr. mgr. (28).



SANTA CRUZ, Calif. employees recently received service awards. At presentation were, above, l. to r.: Loc. Mgr. Gus Govaerts, No. 1443; Hd. Produce Clerk Chas. Robb (15 years), Food Clerk Isola Smith (10), both No. 1443; Hd. Produce Clerk Dorrell Smith (10), Loc. Mgr. Bill Davis, both No. 458.



MARKING his 25th anniversary with Safeway, A. J. Rising, construction superintendent, Los Angeles, 2nd from right, receives gold watch from Construction Division Manager S. M. Yoakum. At left, looking on, are A. E. Simpson, Los Angeles branch manager, and R. M. Lyness, constr. dept. mgr., San Francisco.



VANCOUVER ZONE recently added two new members to its Quarter Century Club, both of whom are shown above holding their service award watches. At the left, with his wife, is H. McMillan, Macdonalds office mgr., Vancouver, and, at right, G. Castledine, Penticton location manager, and his wife.

DALLAS QUARTER CENTURY Club recently held its annual dinner to elect officers; members and guests attending are shown below. Seven new members were added this year: G. B. Andrews, J. C. Buford, F. C. Headrick, L. D. Liggett, O. D. Summerlin, D. L. Marshall, A. Johnston (see also opposite pic)



AT DALLAS dinner pictured at left, Vice Pres. C. N. Sanders, standing, presents 25-year service award to Dallas Div. Mgr. Earl Cliff. Following Mr. Cliff's presentation of awards to long-time employees, program was given, "Your Success Story," which outlined the highlights in Earl Cliff's career.

They Have New Careers



ALBERT SCHAEFER

PUNCHING his last time clock, above, Albert Schaefer looks reflective, as he recalls his years with Safeway. Beginning with a predecessor company in 1927, he became a Safeway employee in 1931. On his retirement in June, he headed for Germany, where he served as a first lieutenant in the first World War. He planned to visit, too, London, Switzerland, Austria and Italy during the three and one-half months he expected to be abroad. At the time of his retirement, he was employed as a packer and loader in the Bay Zone bakery goods warehouse in Oakland, Calif.



MATT MALONEY & FRIENDS

POPULAR Matt Maloney, venerable Easwest Produce Company buyer in New York, has retired. Matt, in his years as a buyer (15 for Safeway, 17 with predecessor company Daniel Reeves), came to know well every inch of the New York produce market area and every man who offered his wares there. Below he is shown, center, as he cuts "farewell" cake at party given in his honor by Charles Grover, right, Easwest field buyer; on the left is Easwest Area Manager Frank D. Drury. At that time he was presented with his Safeway 15-year service award, and also received a television set in affectionate farewell. Contributions for the television set came in from all over the United States, from those in Easwest who had known and worked with Matt.



WM. J. CHURCH & FRIENDS

auditor and accountant for Cortland Equipment in Oakland, California, at the time of his retirement, he says his work went, in a quarter of a century, "from the manual age to the machine age." He adds that he is glad to turn in his traveling bag to have time to enjoy his home in sunny Lafayette, just beyond the rolling Oakland hills.

LONG-TIME employee William J. Church, Macdonalds office manager, Victoria, B.C., has retired. He started his career in the food business in 1916 as a junior clerk, served overseas during World War I. On his return, he re-joined his company, Wilson Bros., which firm was later taken over by A. Macdonald Company, which in turn became part of Safeway, around 1928. At a party held in his honor upon retirement, his fellow employees presented him with golfing equipment and his wife with a bouquet of roses. Above picture of presentation includes, left to right, J. B. Hardy, Macdonalds grocery warehouse manager; Church, and Les Scadding. In the background is Bob Hansford.



C. C. CHERRINGTON

WELL-KNOWN throughout the entire company is Charles C. Cherrington, above, who retired on July 1. During the thirty-plus years he was employed by predecessor Skaggs Stores and Safeway, it was, he says, his "privilege to visit practically every store in the U.S. (except most recently built ones) and many in Canada, in addition to many of the offices, supplier and service branches of Safeway." An

Other employees who have recently retired under Safeway's Employee Retirement Plan include:

- Merle H. Wheeler, Long Beach, Calif.
- Edward C. Buol, Milwaukie, Ore.
- Stanley E. Lewis, Richmond, Va.
- James W. Henderson, Bay Zone
- Charles T. Umbaugh, Fairfax Baking Co., Washington, D. C.
- Karel Van der Berg, Portland, Ore.
- Charles L. Hopkins, Beverage Distributors, Inc., Seattle, Wash.
- James Laurie, Cornwall Canning Co., Tabor, Alberta.
- Virgil W. Kerns, Kansas City, Mo.
- Walter E. Murphy, Temple, Texas.



Ankers Photographers



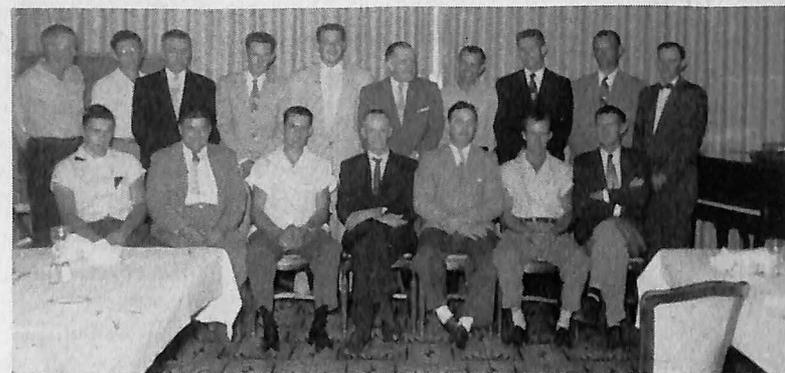
Univ. of Oregon

SAFEWAY HAD six winners, pictured above, including Grand Award Winner, in recent "Opportunities Unlimited" Scholarship Award Competition in Washington, D. C., sponsored by the Retail Food Industry of D. C. and Mark Evans of WTOP-Radio & TV. Each won a \$1,000 scholarship at Michigan State. L. to r.: J. C. Taylor, R. C. Steele, Div. Mgr. E. Balshaw, Mark Evans, R. L. Schwartz, R. L. Zareva, T. C. Canard (Grand Award Winner, also won trip to Europe), J. A. Lake. All are food clerks except Lake, a meat cutter.

NAMED one of Oregon's three outstanding retailers of the year, Roy Lee, right, mgr. No. 190, Eugene, receives Certificate of Membership in Eta Mu Pi, nat'l honorary organization in merchandising, from Robt. Dodge of the Univ. of Oregon.



SECTION 28 of the Los Angeles Division Safeway Employees' Association staged a rather novel type of "picnic" one recent June Sunday morning when they held a breakfast at the Anaheim City Park. Above, sextet of Gentlemen Chefs get the flapjacks, bacon and eggs ready for hungry fellow employees, families and guests (see picture at far right on opposite page).



SEVENTEEN Wichita drivers qualified for Safe Driving Awards this year and were honored at a dinner at which Awards were presented. Above, front, l. to r.: M. Alley, R. Wheeler, R. Ingram, J. McCoy, E. Born, A. Ammons, K. Winegarner; back row, R. Messecar, W. Converse, J. Wyatt, L. Breece, J. Newkirk, Zone Manager G. W. Bluethman, N. Hirsh, E. Dunn, R. Girk, H. Williams.

VERY PLEASANT picnic was recently held by employees of No. 45, Salt Lake City, and families. Included in group below: Loc. Mgr. W. Naylor, Employees D. Leavitt, O. Nickel, D. Widerburg, C. Hansen, LaVon Knight, Barbara Buckley, Annabelle McKee, Arlene Morrison, Veryl MacFarlane, Jay Outsen.

THE CREW of Location No. 525, Sacramento, California, are so congenial and enjoy working together so much, says local Reporter Virginia M. Scott, that they get together even on holidays. Below, snapped at a recent holiday outing, is the "full gang" and their families, obviously enjoying their picnic.



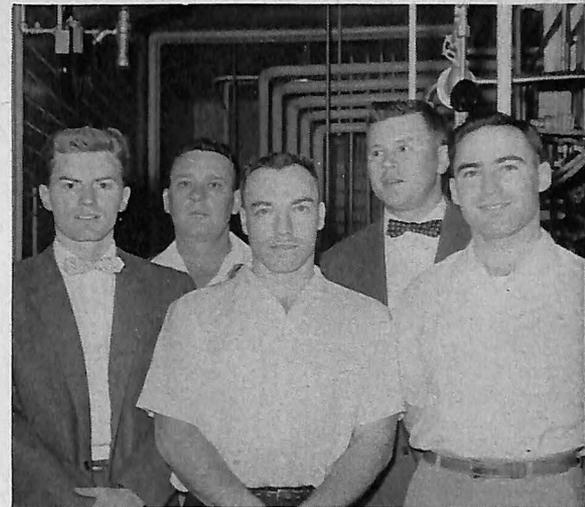


MRS. Chas. Brink, center, is undoubtedly a life-long Skylark customer from now on; her entry in recent Skylark contest won her the new Olds above. Presenting keys is Distr. Mgr. R. B. Wilson; right, Loc. Mgr. L. C. Baker, No. 984, Kearney, Neb.



Dole Photo

ALOHA greetings and fragrant leis were presented to New York Division Manager J. D. Weymer, above, as he, his wife and daughter arrived in Honolulu harbor recently aboard the S. S. "Lur-line" to spend a short vacation in the Islands.



WINNERS of second place in recent Salt Lake City Service Bowling League was the above team from local Lucerne Milk plant: l. to r., Kenneth Player, Mark Prescott, Bryant Gilbert, Oakley Hall, who is the Lucerne plant manager, and Andy Cirbo.



EACH YEAR at Phoenix's annual S.E.A. picnic, softball game is held between store people and truck-warehouse employees. Winning team this year, above, l. to r., rear: Allen Hall, Harold Stewart, Tommy Lopez, Jack Bailey, Roy Montgomery, Bobby Heath; front, Albert Peralta, Pete Gardetto, Neil Miller, Jack Watson, Isaac Sotelo. Picture taken by Phoenix Driver Frank Fletcher.



THESE are the families, fellow employees and guests who consumed the breakfasts being prepared for them in picture at far left on opposite page, at Sunday outing held by Los Angeles' S.E.A. Sec. 28 at Anaheim City Park.

NEWS PHOTOS

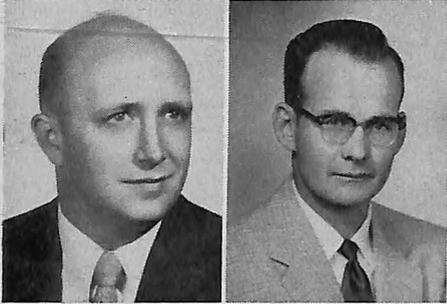
PHOENIX DIVISION recently held a contest for the meat sections of its three districts, with the winning district entertained at a dinner, and winning Head Meat Cutter awarded free trip to Las Vegas; below Winner Joe Guereña of No. 120, Miami, and his wife board Las Vegas-bound plane.



FOR FIFTH consecutive year a Meats Judging Team, using facilities of Loc. 127, Fayetteville, Ark., has won first place in FFA's Arkansas State Contest. Team members below are, l. to r., Bobby Fancher, Dwain Bolinger, Dean Kisner. At right is their instructor, Arthur Johnson of Huntsville. Univ. of Arkansas



RECOGNITION OF ABILITY



Robert R. Cooper, left, is new manager of No. 423, Payette, Idaho, formerly relief manager at Boise. Right, Don Halford, formerly a Salt Lake rel. mgr., now new mgr. No. 331, Buhl, Idaho.



Two new managers recently named in Washington, D.C. Div.: Irvin Lloyd, left, now managing No. 610, and William H. Deskins, new manager of No. 590. Both are former relief location mgrs.

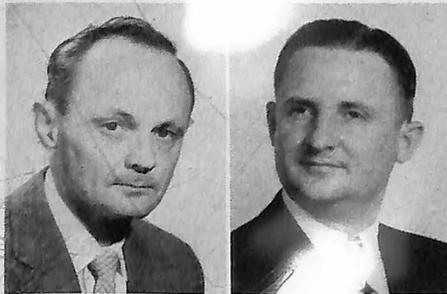
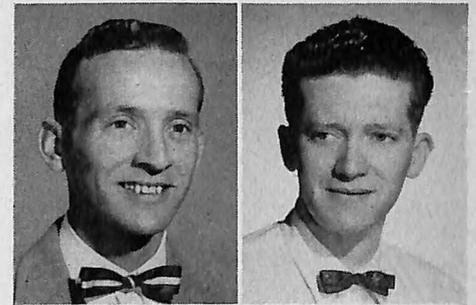
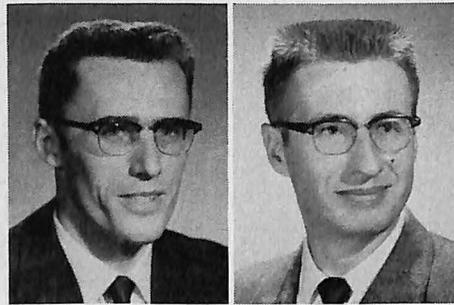


On hand recently to greet Robert Sheehan, right, as he assumed the managership of Location No. 466, San Bruno, Calif., were, left, Relief Manager Bob Guisso and District Manager T. M. Costley.

Former Food Clerk Carl White, left, was recently promoted to manager of No. 12, Sedro Woolley, Wash. Right, Edward C. Schatz, newly-appointed manager of Location No. 57 in Seattle, Wash.

A Safeway employee since 1946, Robert Frank, left, recently became manager of No. 110, Tacoma. On the right, L. D. Fox, who joined Safeway in 1948, now new manager of No. 1123, Seattle.

Recently transferring from Omaha, Gene Davis, left, is newly-promoted manager of No. 113 in Phoenix. Richard Parks, right, began clerking in 1946, is now managing No. 159 in Seattle.



Dallas Zone recently announced appointment of three new location managers, pictured above. Leading on the trio is James F. Eades, new manager of No. 22, Dallas. Center, Bruce E. Davis, now managing No. 27, also in Dallas. Third is Glen D. Curtis, named manager of No. 77 in Jacksonville.



Left, Don Heath, recently transferred from Lusk, Wyo., to become manager of No. 565, Sidney, Nebr. Center is Larry Rasmussen, first employed in 1953 as a meat cutter, became really clerk, now new really negotiator for Denver Zone. Right, Maurice Norton, new mgr. of No. 617, Gunnison, Colo.

Formerly relief manager, Walter Jones, left, has been promoted to manager of No. 323, Wichita. On the right is B. Monsees, recently named new manager of No. 510 in Brooklyn, New York.

New St. Joseph, Missouri, District Manager Wayne Tillotson, left, has been with Safeway 22 years. Right is Paul A. Dugan who was recently promoted to Little Rock Zone advertising manager.

Beginning in 1937 in Colorado as meat cutter, Raymond Morrison is now location manager of No. 1410, Benicia, Calif. Hugh Erickson, right, is now new manager of No. 32 in Richfield, Utah.



Home Hints



Pictured above is one of the most attractive sweater-blouses we've seen, perfect for any time of the year, but especially good under fall suits. Trim and simple, with a very smart air, this pullover is crocheted in the new light-weight crochet wool, and can be made up with contrasting or matching grosgrain ribbon trim in any color desired. If you'd like free direction leaflet, send a card to **SAFEWAY NEWS**, 354 - 21st Street, Oakland 12, California (please print your name and address clearly). The leaflet includes directions for sizes 12-14-16-18.

Preparation of Venison

In response to many requests from housewives whose husbands are currently bringing back deer, we're giving this month some general hints on preparation. First of all, remember that venison—deer, elk or any antlered animal—may be prepared in much the same fashion as a similar cut of beef or mutton. However, venison has little natural fat and must be buttered or larded in order to have enough fat to cook properly. It is also best to cook venison a little more slowly than beef. Chops and steaks from a reasonably young animal may not require marinating (though most experts believe this improves the meat), but cuts from older animals should definitely be marinated. The following marinade is more or less standard:

1 clove of garlic, minced or put through a garlic press; 1 white onion, sliced thinly; 1 teaspoon salt; pepper to taste; 1 cup vinegar; 1 bottle inexpensive California sauterne or, if preferred, burgundy (optional); $\frac{1}{2}$ cup olive oil.

Mix all together, varying amounts to suit your needs. For example, if you are preparing only a few chops, you'll need only about one-fourth the above amounts. Clean the piece or pieces of venison to be cooked with a clean cloth wrung out in hot water and then place in a shallow bowl as closely together as possible; pour the marinade over the pieces. Don't worry if oil comes to the top, as it prevents meat from darkening. Let stand in refrigerator (not freezer) two or three days, turning once a day. When ready to cook, just dry off with cloth. Save marinade for basting.

Next month we'll give you a very special recipe for "Venison Chops Polonaise."

Uncooked Tomato Relish

How to use the last tomatoes on the vine before frost ruins them will be of concern to many homemakers soon. One quick and easy way to use a few tomatoes is in uncooked relish, which can add a lot of zip, color and flavor to meals. (As a matter of fact, this relish is good all year 'round.) Because it is uncooked, however, it must be kept in the refrigerator.

Here's a U. S. D. A. recipe that makes about 4 pints of relish. Ingredients: 2 quarts chopped peeled tomatoes; 1 cup chopped celery; $\frac{3}{4}$ cup chopped onion; $\frac{1}{2}$ cup chopped green pepper; 2 teaspoons salt; 3 tablespoons sugar; 1 tablespoon mustard seed; $\frac{1}{4}$ teaspoon ground nutmeg; $\frac{1}{4}$ teaspoon ground cinnamon; $\frac{1}{8}$ teaspoon ground cloves; 1 cup vinegar. To make: mix all ingredients together thoroughly. Pour in clean jars and cover. In the refrigerator or other cold place, this relish keeps two to three weeks.

Bar-B-Chuck

Enjoy barbecued meat? Don't overlook Safeway's fine quality but relatively inexpensive chuck steaks, cut especially for outdoor grilling or oven broiling. And here's Safeway's own recipe for marinating chuck steaks for added flavor and tenderness:

For $2\frac{1}{2}$ to 3 lbs. of meat, you'll need: 1 cup salad oil, $\frac{1}{2}$ cup chopped onion, $\frac{1}{2}$ cup vinegar (half of this may be sherry wine), 1 teaspoon salt, 1 tsp. rosemary, $\frac{1}{2}$ tsp. basil, $\frac{1}{2}$ tsp. pepper, 1 or 2 cloves

of garlic, crushed. Combine all ingredients; mix well and pour over steak. Let stand overnight, or at least 3 hours. Broil steaks 4 to 5 inches from heat for 15 minutes. Turn; baste with marinade and broil 10 to 15 minutes more. Or cook on grill over hot coals to desired doneness, basting frequently with remaining marinade.

Free Baking Booklet

Royal Satin's done it again. They've put out a new edition of their very popular recipe booklet—it's making such a hit with customers that every month more than 1,000 of them send for the booklet! YOU may have a copy, too, by sending a card to **SAFEWAY NEWS**, 354 - 21st Street, Oakland 12, California, and asking for Royal Satin's "New Baking Discoveries." This booklet includes not only the best of the recipes in last year's booklet but a lot of exciting new ones as well. This is a booklet you'll really want!

Breakfast Entertaining

September is Better Breakfast Month, which reminds that if you haven't thought of breakfast as a time for entertaining, you should. If you're having week-end guests or would like to invite someone after early church services, or the neighbors on the spur of the moment, pictured below is an easy but tasty breakfast that permits the hostess plenty of time to be with her guests. Have plenty of hot coffee on hand and lots of toast (to make toast in quantity, use the broiler rather than the toaster). Your menu can include Mixed Fresh Fruits, Baked Eggs Benedict, Toast, Butter, Coffee.

To make the **Baked Eggs Benedict**, you'll need: one can condensed cream of chicken soup; 3 tablespoons of cream; $\frac{1}{3}$ cup grated Cheddar cheese; 4 slices boiled ham; 4 eggs; toast rounds; parsley. Combine and heat the cream of chicken soup and cream. Pour into a greased rectangular baking dish. Sprinkle with cheese. Arrange ham slices down the center of dish. Break eggs into dish, trying to place them attractively. Bake at 350°F . until eggs are set. Garnish with buttered toast rounds and parsley (see photo below). Makes 4 servings.

"Good Morning" Hospitality



SAFEGWAY NEWS

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ΝΑ ΕΥΧΑΡΙΣΤΟΥΜΕΝ ΤΟΥΣ ΠΕΛΑΤΑΣ

NAME IT, the Greeks have a word for it. From alpha to zeta, practically any topic you might mention in the gamut of social behavior (even the word *Democracy* itself), you will find it probed and catalogued by some ancient Greek philosopher. Not surprising, therefore, to find much of their reasoning on human relations applied to the daily life of modern business.

Key to success in practically every business, lies in the hands of those who represent the company at the "point of sale"—the point, in our business, where customer comes into contact with clerk. Do you know what is the key? The Greeks have a word for it, in fact several words. You see them above, heading this article. Translated, the title reads: *Let us make the customer happy*. In other words, "Please the Customer."

How to "Please the Customer" has a wide range of possibilities. Integrity of the firm, quality of merchandise, probity of personnel, these are some of the cardinal truisms. But one of the most important keys, and simplest to attain, toward "Pleasing the Customer," is by simply treating others as you would yourself like to be treated. This golden rule of courtesy in business is today receiving extraordinary impetus throughout Safeway's operations. Contests have been started in many of the retail divisions—for slogans, for suggestions—all aimed at stimulating an epidemic of smiles and friendliness in every Safeway store.

As an example of what's going on: Winnipeg Zone has started a "Courtesy Club," honoring those employees who exemplify ideal relations with customers. Among charter members are Lydia Fay, meat hostess; Mabel Orr, cashier; Yvonne Andrews, cashier; Aurora Leger, part-time cashier; Russ Dolinski, meat cutter; Eugene Warnier, part-time clerk. Winners get an award plus a dinner treat.

Washington, D.C. Division launched an all-out contest to

FIRST WINNER of Washington D. C. Division's "Clerk of the Month" contest, Henry A. Baggott, meat cutter, receives award (below) from J. R. Rankin, District Manager.



"NOW DON'T DISTURB DADDY, CHILDREN . . . HE'S GETTING IN SHAPE FOR THE 'PLEASE THE CUSTOMER' CAMPAIGN"

determine (1) things the employee can do to please the customer, and (2) things the employee has seen others do which displease the customer. Among many prizes was an all-expense trip to California for two. Also underway is a "Clerk of the Month" competition (see cut).

Vancouver Division kicked off a promotion of Hawaiian pineapples by permeating stores with an infectious festive spirit that reaped a harvest of customer smiles. It was an idea that's sure to be used often.

New York Division got off to a gala start with a slogan contest (the winning award: a Westinghouse roaster).

Lest the campaign bog down, Omaha Division carries this question, in capital letters, across the bottom of all local bulletins: **ARE YOU REALLY PLEASING YOUR CUSTOMER?**

It's a good question. *Are you?* . . .