

"GIVE THEM A BRAKE..."



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1957



SAFEWAY NEWS

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COVER PHOTO: HAROLD M. LAMBERT STUDIOS

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Names in The News

From the Editor's Notebook

OUR FRONT COVER photo should leave no doubt as to what the subject is all about. September is the month when thousands of our youth resume studies toward higher learning. Among these students are many youngsters just embarking upon the thrilling adventure of going to school, and with mixed emotions of excitement and uncertainty they are apt to forget mother's and dad's admonition to "look in both directions before crossing a street." So, if you're driving a car in a school zone, don't forget to give the kids a *brake*. And don't rely alone on pedestrian lanes or traffic signs. Remember, many of these youngsters either can't read as yet or are excitedly unmindful of traffic. One of them may suddenly leap out from behind a parked car, or race onto the road. Best policy is—drive carefully, cautiously, always.

o o o

Wrestling fans certainly are familiar with the Sharpe brothers—Mike and Ben—the current world's champion tag team. The other day, your editor visited with Ben and his lovely wife and six children, at their home in Palo Alto, Calif. Ben stands 6'5" and his wrestling weight is 250 lbs. (brother Mike is slightly taller and heavier). Few know that Ben was one of the youngest fellows ever to participate in the Olympics, as a member of the Leander Boat Club crew, no less, which represented

Canada in the '36 Olympic games (placed 2nd). Ben was 16. He was born in Hamilton, Ontario; has been wrestling about 13 years, is in action about five times a week.

I must confess, however, what really got me excited about Ben Sharpe was not to hear about his sports exploits, but to hear about the amount of milk his family consumes *each day*. No less than ten quarts! And what a healthy, happy lot they are. Judge for yourself in the photo below (l. to r.): Mama Mary, pouring the wholesome liquid; Major, 7; Greg, 8½; Michael, 10; Nancy, 11; Karen, 2½; and Papa Ben Sharpe, holding Riki, 14 mos.

o o o

Interesting item passed along to us by D. B. Kane, Manager of our Oklahoma Division. Concerns Gene Haley, Manager of the Safeway store in Holdenville, Okla. Recently a young man entered his store and, as the *Daily News* reports it, handed Haley a five-dollar bill and told him: "Several years ago, when I was a kid growing up here in Holdenville, I entered this store during regular hours and stole some bananas and several other small items . . . When I was growing up, I didn't think too much of the incident, but now that I am married and have some children of my own, it keeps popping back into my mind and bothering my conscience . . ." He declined a receipt for the money, saying, "I don't want anything that will ever again remind me of the incident."

We hope he doesn't see this issue of SAFEWAY NEWS. The story on page 2 is sure to bring back memories! . . .

WRESTLER BEN SHARPE WITH FAMILY AND THEIR FAVORITE LIQUID



Safeway News Photo

EXCLUSIVE INTERVIEW

EDITOR'S NOTE: This is the third feature in our series of stories on the subject of "Pleasing the Customer." As we have pointed out in past chapters, a company takes on a certain "personality" in the eyes of the public. It is the employees who greatly influence the impression Safeway makes upon those with whom we do business. This is true, no matter what your job may be. Here the Roving Reporter relates an interview he had with one of our Produce Department Managers. Let's call him "Frank" (which he is!).

By the Roving Reporter

Q Frank, before coming here to talk with you, I learned that you are married, have two children, and have been with Safeway ten years. I also know that through most of these years you have preferred to work in the produce section, and I'm curious to know, *why?*

A Say, what *else* do you know about me! . . . Anyway, you're right; I have always liked to work with fresh fruits and vegetables. Funny part of it, I'm not a farm boy. Spent all my life in the city—but even as a kid, I liked to have a garden and watch things grow. I always grew more stuff than our family could eat and I got quite a kick passing out vegetables to our neighbors. You know something? I think it was then that I really became a produce man. It used to make me feel great when the neighbors raved about the stuff I was growing and asking me a lot of questions how I did it. Why, I even raised cantaloupes, nice big ones, when nobody else believed they could be grown in the climate and soil where we lived!

Q You say that's when you became a produce man?

A In a sense, yes. Of course, at that time I was just a kid. But I've never forgotten how proud I felt when I had some choice crops to dish out to neighbors and how those people got to think of me as an expert. I never dreamed that someday I'd be making my living out of produce. But here I am working for Safeway and getting the same kick out of this job as when I was a kid.

Q Do you think, Frank, that unless a person has had a garden of his own he stands little chance of becoming a good produce man?

A Heck, no. I'm only saying what's behind my experience. But I do believe this: unless a fellow really makes a study of produce, he'll not get very far in this work. You've got to learn everything there is to know about *every* item in your produce section. Then, if you have this knowledge, and really love your work, it's only natural that you'll always have outstanding displays and good sales.

Q I don't quite follow you. How do you figure such factors would naturally result in outstanding displays?

A Very simple. Remember, I said you've got to *love* this work and you've got to make yourself an expert. Now let's walk over here to the lettuce display. I haven't checked the lettuce yet this morning but I'm sure we'll find what I'm after. Yes, here you are. See this head of lettuce? Look at these two leaves. They've begun to wilt. We'll remove them. See how the head perks up and looks fresher? This one head of lettuce, if neglected, could ruin the entire display. It's little things like this that a produce man must know and must do. He's got to understand that every fresh fruit and vegetable is a *living* thing and each has its own characteristics. One item may require a bit of sprinkling to keep it sparkling, another may not thrive at all under moisture conditions. If you *love* this work, you'll always be playing nursemaid, tending every item in the produce section. See what I mean?

Q Sure do, Frank. It also pays off in terms of customer relations—right?

A Well, in my own case, I think of customers in terms of neighbors. This is my garden and I'm proud of it. Also—and please don't think I'm bragging—I know more about grades and quality of produce than most of my customers. So I put my knowledge at their service. I encourage them to rely on my judgment of any item in our produce section. They appreciate this, and I get a real kick being of help. For example, this is watermelon season. Lots of people don't know how to pick out a nice, ripe melon. There's not much to it, but it takes a bit of experience. You not only go by looks of the melon, but you thump it and can tell from the "sound" and vibration whether the melon is juicy and at peak ripeness. Well, lots of my customers call on me to pick out a melon for them. I generally ham it up a bit and say something like: "Ah, this one has my magic touch especially for you! I grew this one myself, so it's gotta be



ROVING REPORTER is seen interviewing manager of Produce Department. For details, see article.

good!" We both get a laugh out of such kidding—but all the time I know that I'm telling the truth and the customer is going to be happy.

Q Frank, how come *all* melons, for example, aren't tops? Why must an expert be needed to pick one out?

A That's a good question. The fact is that all fruit, even though it comes in the same shipment, isn't exactly at the same stage of ripeness. Man can't always control nature, y'know! Now, when a produce man sees these variations, he should be on his toes in case any customer raises a question. The point is, we know that every item is good quality. We have a wonderful setup in Safeway's Produce Division. The buyers visit every principal growing region and they buy the best quality available. They have to figure how far the fruits or vegetables must be transported before reaching the store. So there has to be perfect timing, and careful handling, all along the line to keep the items in top condition. Yet, in spite of every precaution, some items may ripen faster than others. Because of this fact, a produce man must be on his toes. He must keep displays in tip-top shape by culling out overripe or undesirable items. Also, he must sense when a customer needs some expert help and may want to discuss a question with him. It's surprising how customers like this friendly attention. You might say this is pleasing the customer—but I like to think of it as pleasing myself. *Nothing gives me greater pleasure than treating customers like they were my neighbors* and having them come back to tell me I sure told them the truth about the quality of that watermelon! See why I love this job?

CENTRAL AMERICAN "BANANZA"

By Abel F. Lemes, NEWS Editor



PUERTO ARMUELLES, in southwestern Panama, is one of Central America's fastest expanding operations. Some 26,000 acres of world's finest bananas grow here.

Part II

CONTINUING our story about bananas, from plantation to Safeway, here are some more interesting facts about the natives and places where I visited. I saw a funeral taking place at a cemetery about 50 miles outside of Golfito, Costa Rica, approaching the Panama border. One fellow was carrying the coffin on his shoulder—an infant's coffin, about 3-feet in length. Oddly enough, only men and boys, a group of about 20, were in the cortege. Upon in-

quiry, this is what I learned about funerals:

When an infant dies, it is cause for great rejoicing by the parents as the "little one" has been called to Heaven. So the parents generally emote their benediction by hosting a celebration at which *guaro* juice (a sort of native corn whiskey) flows freely. Not infrequently the joyfilled parents get so carried away by the festivities that friends take over the burial detail (interment must be within 24 hours). That's what I had witnessed, although I got no explanation as to why only males were present. Mere coincidence, it was said. But

I couldn't help wondering about the feminine celebrants left behind with the parents of the deceased infant. . .

Speaking of infants (pull up a chair, Mother) natives have a food down there that is rated exceptionally nourishing for babies. It's called *tiquisque*, a sort of root resembling a sweet potato and has large heart-shaped leaves that grow about 3-feet high. It's a favorite baby food. A popular drink (apart from *guaro*, mentioned above) is *pinol*—drunk especially by expectant mothers and during the post-natal feeding period. It's a fermented drink, a

NEWS EDITOR A. F. Lemes is a Costa Rican youth who is collecting wood for camp. Natives are purest Spanish descendants; very little admixture with Indians, other than is found among natives of Costa Rica.



STREET SCENE in town of Golfito, in section policed by government and under jurisdiction of the fruit co. Note storm drainage ditch. Many dwellings in this area still have "outside" sewage. Maintaining sanitation is a problem.



mixture of corn, brown sugar and water. Very energizing, they say, and greatly augments a mother's natural milk supply. Truth is, many of the men swig *pinol* for added zest while working on the banana *fincas*.

It's a common belief that the natives of Nicaragua, for example, have excellent teeth due to their regular habit of drinking *pinol*—despite the conception that sugar or sweets provoke cavities. Remember, I'm merely reporting the facts as related to me. I didn't conduct any surveys. I didn't interview any babies or expectant mothers. I *did* interview one native Nicaraguan (see photo, right) and she *did* have beautiful teeth. And I did take a couple of swallows of *pinol* but found it had no exceptional potency—despite the fact my companions refused to believe, a moment later, that I *really* did want to climb that 30-ft. plant to get a close look at growing bananas.

Upon returning from that part of the world, one question invariably raised is, *what about the Americans who live and work down there and their children?* Let me answer this by reporting what I saw and heard.

Working in the tropics for a fruit company is a career. Most of the Americans I met are, of course, specialists in their respective fields—agriculture, employee relations, engineering, etc.—and have spent many years in the tropics. They speak Spanish (the common language down there) fluently, and they not only love their work, they love the "way of living" which prevails. True, it isn't easy—unless it's a career and you like it. The men generally get on the job early morning, even top executives, but frequently have afternoon hours free unless exceptional problems arise—and this can happen often. Golf is the favorite pastime, every division in the company has at least one golf course; there's usually good fishing at hand, lots of game for hunting. But problems, for these men, can be such headaches as a sudden gale, which lays flat

thousands of acres of full-grown fruit, or torrential rains that wash out another thousands of acres of banana plants, or an insect blight that threatens the entire acreage—and when these things happen, there is no such thing as hours in a day or days in a week for these fellows.

As for the wives of these career men, your first impression is that it's not bad at all. In most cases, they have servants, fine living quarters furnished by the company. They play golf, play cards, everything the distaff colony generally does in the states. But, wait a moment. Investigating, you find that household help isn't always easy to get (native women are usually satisfied to live on whatever the men folk provide). Keep in mind these people are living in a community that is the center of banana growing, remote from other towns, and there's always plenty of work for the men—hence a paycheck comes in regularly. Also, the native women who choose to work as servants aren't always adept at cooking food the "American way," nor are they exactly scrupulous in matters of sanitation. In addition, food is not plentiful in these remote tropical regions, prices are high, so the American housewife generally does her own shopping, bakes her own bread, puts up preserves, does most of her family's cooking, supervises the housework that she doesn't do herself. She also has the "international relations" problems of her husband's career close to heart, so she joins with others in developing charity projects to aid the natives in the community.

Perhaps one of the most critical aspects encountered by the foreign visitors concerns their children. Even American girls mature earlier in the tropics. American mothers see native girls, age 9, bearing children; they see a concept of marriage vows in conflict with their own; they see their youngsters constantly at play with native playmates, becoming more and more engulfed by the habits and language that surrounds them. It isn't a question of "caste." It isn't exactly a matter of feeling



NICARAGUAN native girl, "Nora," is housekeeper for an executive's family in Golfito. She rushed to pose for photo, stood decorously minus shoes.

superior to natives. It resolves itself into a simple problem of choice: whether to remain Americans, accustomed to certain standards of living, or completely adapting themselves to their adopted locales. Result is, inasmuch as local schools usually go no higher than the eighth grade, for further education American parents place their youngsters in schools in the United States—and, of course, this means early separation from one's children. Yes, there are hardships.

At this point you should know what the American companies are doing to elevate standards in these regions. To cite the case of just one fruit company, its educational program involves the maintenance of some 250 schools with a student body of

FIVE MODES of transportation are seen in this photo, taken in Coto. However, autos and motorcycles are scarce, as there are no "through" roadways in this part of Costa Rica. Mules, horses are the prevailing mode of travel.



TRAVEL to the various banana *fincas* is made by "buses on rails," as the one below. Fruit co. operates railroad, has 8 steam engines, 14 diesels, 17 passenger cars, 400 fruit cars, numerous freight cars, etc. in this division.





1. **ALTHOUGH** bananas thrive in the tropical climate of heat and rains, roots of plants are shallow and storms can cause washouts; hence drainage ditches, above, to carry off surplus water. Oddly enough, in some areas irrigation is needed during dry season to augment light rains, or droughts.



2. **SPRAYING** is an endless, vital chore as banana plants are easy prey to insects, fungi. Entire farms have been ruined by infestation, mainly "Panama Disease" and "Sigatoka." Result has been a tireless battle, seeking effective sprays, developing hardier banana varieties, as "Cavendish."

more than 16,000 and a staff of over 500 national teachers working with studies approved by their respective governments. The company created and endowed the Pan American School of Agriculture, located in Honduras. It's been established 13 years, is available, absolutely free, to selected youngsters from all Spanish-speaking Republics. They get a 3-year course in agriculture, return to their local communities and soon put into practice the skills and knowledge they have received to better living conditions in their home towns.

This firm's service embraces some 15 major countries and over 100 outlying clinics. From these you find squads of sanitation experts and visiting nurses traveling throughout "banana-land" in

Middle America. Every day I saw the sanitation crews either touring and inspecting living quarters of native laborers, or on the fringe of the jungle spraying swamps against a potential infestation of mosquitoes, other insects. This has been going on for years, a slow humanitarian effort that not only is a gesture of goodwill toward the respective governments involved (if looked at commercially), but, much more important, is certain in coming generations to make this part of the world a happier place in which to live.

It is amazing to find how comparatively small many of these countries are, yet how sparsely inhabited they are and, paradoxically, how vast is the area still untenanted and unexplored. As an illustration, Costa

Rica has an area of 19,653 sq. mi. and a population of about 1-million. Panama has an area of 28,575 sq. mi. and a population of about 900,000. Honduras has an area of 43,227 sq. mi., pop. 1,557,000. Nicaragua has an area of 57,145 sq. mi., pop. 1,166,000. Now take two of our states, Maryland and Massachusetts. Combined, these two states have an area of 18,834 sq. mi., slightly less than Costa Rica—yet their aggregate population is in excess of 7,000,000!

Fact is only about one-third of Costa Rica has been settled, and about two-thirds of the total population live in the surrounding tableland region of San Jose, the capital. Panama, too, presents astounding areas awaiting development—and this is

5. **UNLOADING** cars at shipping docks (this is in Nicaragua). Two interesting points to note are (1) the ends of stems are used as a ski to slide bunches out, decreasing handling; (2) inside of cars is lined with plant slices to cushion the fruit during transport. Clearly, bananas are sensitive fruit.



6. **BUTT-END** of stem, having served its purpose (see pic #5), is cut off by man with machete (note cut-end in midair). This scene is at Golfito docks. Men cart the fruit (bunches weigh from 50 to 100 lbs. or more) to conveyors which take the bananas into the holds of ship. Each bunch is graded by size.





3. MEN, MULES, and cable lines cart the fruit from cutters to waiting trucks or direct to receiving docks (reported in previous chapter). Note particularly the blankets on mules to wrap around bunches; fruit on truck also gets protective covering. These men know that even though bananas are picked green and seem hard, the fruit is sensitive to injury at all times. Care in handling must be observed all along line.



4. ABOARD a trainload of bananas, heading for the shipping docks where fruit will be transported to market points, some of which is destined for Safeway Stores. Winds fringe leaves of plants.

the picture you find throughout most of Middle America. As pointed out by a noted interpreter of these regions, Charles M. Wilson, in one of his reports *The Tropics: World of Tomorrow*—"Nobody, Central Americans included, knows nearly enough about Central America. There are still no reliable maps of great parts of it and no really competent geological or botanical surveys of the sub-continent as a whole."

However, scarce as the population may be, and great as the potential of natural resources may be, we know that right now Central America is producing tremendous quantities of bananas for world markets. And the various governments take more than a little interest in the production of

bananas, for they receive 30% of the net profit made by the fruit company. Coffee and bananas are the chief sources of agricultural revenue in many of these countries, followed by cocoa, abaca, sugar cane.

As you've surmised, I have devoted this text to sideline topics which might help to give you a "feel" of this land where bananas grow, leaving the photographs to tell you about the fruit itself. However, among the interesting facts not revealed by the photos and captions is this: Did you know that there are hundreds of different *varieties* of bananas? And to make it more confusing, many of the same variety of cultivated bananas are known by different names in different regions! However, the main varieties grown

commercially are the *Gros Michel*, the *Cavendish*, the *Lacatan*, the *Bout Rond*, and the *Claret* (or Red Banana known as the "Baracoa"). But don't bother to memorize such names (unless you are in the produce business or plan to be a quiz contestant), for the truth is those varieties aren't generally distinguishable to the ordinary consumer. Call it by any name—what we most prefer is a nice yellow banana, flecked with brown spots, and delicious flavor.

Frankly, any food retailer can buy bananas of good potential grade, but not everyone can get them to the consumer in a peak state of quality. Next month I'll tell you why.

WATCH FOR PART III, "BANANA BANANZA," NEXT MONTH

7. BANANAS are being loaded into pockets of gantry conveyor (below), each bunch is counted and graded for size of hands (each bunch on stem is a "hand," individual bananas are "fingers").



8. DOWN into the hold of ship go the stems of bananas, each one nestling in a pocket of the endless-belt conveyor to prevent rough joggling. Quality of fruit depends on proper handling.



9. SHIP (at Golfito dock in Costa Rica) soon will take off for journey northward to domestic markets; fruit undergoes careful checks enroute to control temp., prevent it from ripening too rapidly.





CLUB SESSION at Joplin, Mo. plant was attended by (l. to r.) Wanda Sofia, Edward Fischer, Clyde Byrd, Hank Ausbourne, Delbert Lewis, Ralph Neiharte, Fred Olson, Rusty Quillen, Bob Jones, Ed Ash, Dean Culp. (Other members of Club, not in photo, are Bill Johnson and Rube West.) Meetings are held each month.

"Production Club" Formed

"BRAINSTORMING" and "Automation" are two topics receiving considerable attention in the business world these days, as both have been successfully applied toward the development of new methods of operation and increased production efficiency.

Brainstorming generally involves group discussion of business problems, and, as the term implies, throwing the subject wide open to be taken from every conceivable angle. Automation concerns the increasing trend toward labor-saving and cost-saving devices, particularly in plants and factories.

Both these topics figure prominently in the program recently established by Guthrie Biscuit Company for their supervisory employees. Two "Production Clubs" have been formed, one at each of Guthrie's plants in Van Nuys, Calif., and Joplin, Mo. The name "Production Club" was selected to indicate the aim of the program: *more and better production through better informed supervisors.*

Monthly meetings are being held by the plant clubs, generally an evening dinner session, and definite business subjects are scheduled for each get-together. For example, here are topics listed for coverage by participants in this training program:

- Work Methods Improvement
- Plant Operating and Control Records
- Interviewing, Testing, Selecting Employees

- Labor Relations
- Job Instruction (how we teach)
- Brainstorming (problem-solving by the group)
- Safety
- Safeway Brand Promotion

Agenda of the Clubs, as indicated, follows a definite training program schedule, and is guided under the aid of specialists from Safeway's Central Employee Relations Department.

"Some of the subjects will be presented by outside specialists, others by Guthrie people, depending on the nature of the meeting," explained a spokesman for the

Clubs. "Of first importance is the full participation of the Guthrie foremen, who will evaluate each meeting and suggest subjects for additional meetings."

First subject listed above was recently deliberated at a Van Nuys session by Ross Smith, Manager of the Industrial Engineering Department. He reviewed principles of work simplification, encouraged the use of improved methods as one way to increase plant efficiency, lower costs and boost profits.

Other plants interested in establishing similar clubs are urged to contact the Central Employee Relations Department for details.

ATTENDING first dinner meeting which launched Guthrie's "Production Club" at Van Nuys, Calif., were, seated, clockwise, Norman Irving, Jacob Williams, Morgan Hampson, Joplin's Ralph Neiharte, Central Employee Relations' O. D. Harmon, Ross Smith (speaker of the evening), W. A. Martin, Richard Scheehan, Newton Sherwood, T. R. Packham; standing, rear, Cecil Miller, Wm. Allen, Paul Freyer, Cliff Miller.



PLANT CELEBRATES BIRTHDAY

EDITOR'S NOTE: *This story admittedly is a few months late getting into print. No, it wasn't sent to us by wagon train or wayward carrier pigeon. But an explanation is in order. Our objective, at all times, is to bring readers all the news that's FIT to print—and this news just didn't fit into the limited space of previous issues. However, it's a good story at any time, because:*

The locale is 13th Street and Maiden Lane in Joplin, Mo., where the Safeway plant of Guthrie Biscuit Company is located. Last April, a gala party was held there, celebrating two special events (1) the first Service Award ceremony ever held in the plant, and (2) it also marked the fifth anniversary of the plant's acquisition by Safeway.

Some 47 employees received 5-year Company service pins, which were presented by Henry Ausbourne, plant Manager; and Charles C. Jones, Guthrie production manager. Among the honored guests and speakers participating in the program, were Mayor Freeman Johnson, Fred W. Rowland, former Kansas City Division Manager, now N. Y. Division Manager; Virgil Needham, Zone Manager of Tulsa, Okla.; Earl Presley, Zone Manager, Little Rock, Ark.; John Wells, District Manager, Muskogee, Okla.; Harold Tout, Industrial Relations, K. C., Mo.; and from headquarters in California came W. J. Grover, Manager of Guthrie Biscuit Co.; Rod Church, Manager of Safeway's Bakery Division; Ralph D. Brown, Vice President in charge of Public Relations, who delivered the principal address.

Vice President Brown stressed the tremendous growth of the plant during the past five years, lauding the 250 fulltime employees for their splendid production efforts. He pointed out they are a part of the Safeway family of some 54,000 employees and have exemplified the spirit of teamwork that has added to the Company's success. At the time Safeway took over the



FANNIE GIBBONS has the honor of initiating the celebration by blowing out birthday candles in traditional fashion. Looking on, from headtable, are Rod Church, Ralph D. Brown, W. J. Grover, F. W. Rowland.

plant, operations were almost at a standstill. Today it has an annual payroll of more than \$1,000,000, operating two shifts that supply bakery products to Safe-

way operations from Denver, Colo., east, and some specialty items to the west coast. Guthrie operates another large, modern plant at Van Nuys, Calif.

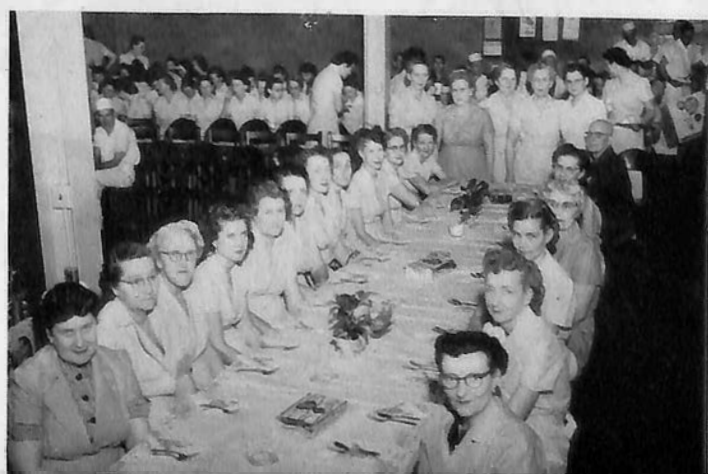


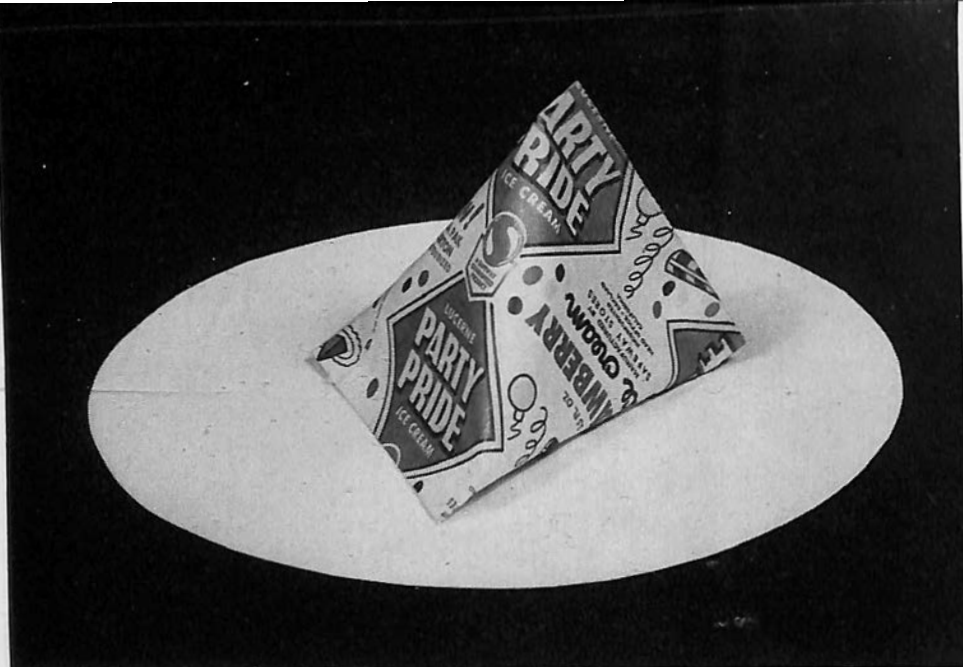
VICE PRESIDENT Ralph D. Brown, above, is seen delivering principal address following "cake cutting." Others at headtable included (l. to r.) H. W. Tout, W. F. Reynolds, Rod W. Church, W. J. Grover, Fred W. Rowland, Guy McHenry, J. A. Lanham, H. M. Ausbourne, Robt. Pond, C. E. Jones. It was inspirational event.

GROUP BELOW heard with pride the comments from Safeway management representatives about their plant's splendid production record during past 5 years. Stressed was fact that Safeway is comprised of team of 54,000.



ANOTHER GROUP (this one of comely distaff employees of Guthrie's Joplin plant) who participated in fifth anniversary celebration. Safeway operates two such biscuit and cookie plants, the other is located in Van Nuys, Calif.





AT LEFT and above are single Tetra Pak ice cream units. To extract contents, perforated end of package is torn off, after which the molded ice cream slips easily away from film lining onto a plate. Below, worker packs a container unit which holds six individual servings.



Forde Photographers

PRIDE IN NEW PACKAGE

A NEW "FIRST" has been chalked up by Regal Ice Cream, with an innovation that is certainly "*pleasing the customer.*" Solving a need for furnishing individual portions of ice cream, Regal recently launched in the Seattle and Portland Divisions an unusual pyramid-shaped carton, holding just enough ice cream for one person.

Behind the carton lies one of the most ingenious packaging machines available. This compact machine produces Tetra Pak, simultaneously forming and filling 10,000 cartons from a single roll of paper, at rates up to 4,200 an hour. The paper unwinds from its reel, comes down into the machine as a vertical tube, is heat-sealed, filled, and then heat-sealed below the level of the ice cream. The packages are separated

from each other into a 3½-ounce size or individual portions.

Regal has the first machine in the Northwest and the first commercial installation in America to package ice cream in the Tetra Pak carton. A special paper, waxed on the outside and lined on the inside with polyethylene, is used. Because of this lining, the ice cream slides easily from the carton for an individual serving—or it can be eaten directly from the carton. One end of the carton is perforated and easily torn off.

It is anticipated that many flavors of ice cream (as well as other dairy products) will eventually be packed in this carton. This should prove pleasing news to families whose various members each prefer a different flavor of ice cream!

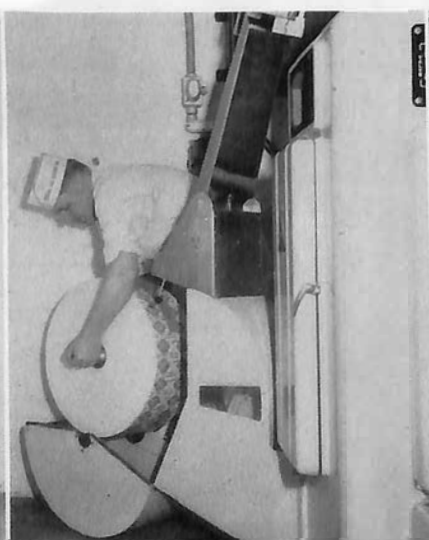
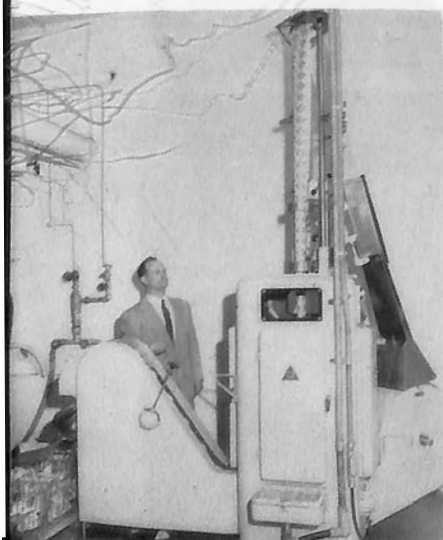


HOLDING special 6-unit pack is Woodrow Whitfield, Regal's Seattle plant manager. New type of pack has proved popular with customers, and other Regal plants may eventually also adopt it.

MANAGER Whitfield, below, left machine at the Seattle plant; which simultaneously forms ice cream cartons from a single roll

operations of the new packaging machine, right, is loading the machine, 10,000 of the pyramid-shaped ice cream cartons from a single roll of paper at rates up to 4,200 an hour.

AS IT FEEDS into the machine, the carton-tape is curved to form a long continuous tube (below, left), is then heat-sealed at one end, filled with ice cream, then heat-sealed at the other end. At right, Customer June Williams is intrigued by her first glimpse of the Tetra Pak unit pack at Seattle's No. 219.



"Sweet Land of Liberty"

LAST MONTH we introduced several employees who were born under foreign flags and ideologies, who had known the terrors of war prison camps and communistic persecution, but who were now enjoying the fruits of this "sweet land of liberty." Pictured on this page this month are four more Safeway employees who also came to the U.S. and Canada within the past few years and who are now rapidly becoming "North Americanized." All agree they're glad to exchange their former way of life for that of a free citizen.

At top left is Walter Makar, who was born in Peremyshl, West Ukraine. His early education was interrupted by World War II, but he later attended high school in Poland. He moved to Prague, Czechoslovakia, hoping to attend university there but circumstances forced his removal to Vienna, thence to Italy. He won a scholarship, eventually returned to Austria to study commerce and economics. When his money ran out and the future looked bleak, he went back to Italy, then to England, where he secured a job as interpreter for Ukrainian, Polish, Italian and German languages at the Military Depot near Northampton, later at London. Here he met and married his wife, who was also born in the Ukraine. While in England, he attended many night classes to further his business career. In 1950 he and his wife emigrated to Canada. To better understand the Canadian way of life, he enrolled in night school again, taking courses in English, accounting, etc. Because he had had some training as a food clerk in his native country, he applied for employment with Canada Safeway in 1951, and he is now assistant manager of No. 202 in Calgary. For the past four years he has also been treasurer for Canada Safeway's Credit Union.

Shown at left working at the produce stand of No. 928, Jersey City, is Yves Deschodt. Now 33, Yves was born in Brussels, Belgium. He knew the tragedies of World War II, which cost the life of his father. In Belgium, he worked very long hours for very little money, and dreamed of the day when he could come to the "new world." Eventually he was able to realize his dream when he arrived in Canada in 1951. He secured a job in a grocery store as a clerk, within two years was promoted to assistant manager. He came to the United States on June 2, 1955, and twelve days later had become a Safeway employee, as a part-time produce clerk. He is gradually mastering the English language. Part of his paycheck goes to his widowed mother in Belgium, to help her pay for her home.

Olgerts Leons, below, left, had a very grim early childhood. He was born in Riga, Latvia, where his father was drafted by the Germans, later taken prisoner by the Russians some time in 1947. Prior to that time Olgerts and his mother fled to Germany where they spent five years in labor camps or D.P. camps. In 1950, he and his mother were able to leave Germany for America, where they headed for Iowa. They lived there two years before going on to Colorado, their present home. Olgerts (affectionately called "Ogie" by his fellow employees) began with Safeway part-time at Boulder Store No. 310, until it closed, then was transferred to Boulder's No. 311. He is currently in charge of the night stocking crew at that store, doing, Manager Claude Myers says, a "bang-up job." He has been enrolled in Colorado University since 1952, with one more year to go.

Bavaria, Germany, was originally the home of Rose Niedersteiner, who is pictured below. Like the others shown on this page, she, too, came through the war years with the hope that some day she could come to America. And five years ago she landed in New York. But her dreams carried her farther—her goal was Western U.S., and before too long, she found herself in Phoenix. At first she had to take menial work but eventually, as she grew accustomed to the U. S. way of living and the language, she was able to qualify for a more satisfactory job—and came to Safeway, in the fall of 1956. Her parents are still in Germany but Rose plans to make Phoenix her permanent home. She is steadily employed now as a meat wrapper at Phoenix's No. 132. Rose is still single and has applied for citizenship papers.



Now enjoying the freedom and opportunities available in his new adopted land, Canada, Walter Makar, born in West Ukraine, is now assistant manager of Safeway's No. 202 in Calgary.

Brussels-born Yves Deschodt, who keeps the produce stands at No. 928, Jersey City, in tip-top shape, finds working hours much shorter and the pay much higher than in his native Belgium.



Olgerts Leons, now a student at Colorado University and mgr. of night stocking crew at Boulder's No. 311, spent five years in D.P. and labor camps after he and his mother fled native Latvia.



Well on her way to American citizenship is German-born Rose Niedersteiner, Phoenix meat wrapper, below, with Maricopa Distr. Mgr. G. C. Maxwell and Phoenix Empl. Rel. Mgr. G. Deacon.





FRONTING on Garland Avenue, near downtown Dallas, Texas, the new division office adds a modern touch to this rapidly growing Casa Linda area.

New Dallas Office

OCCUPIED less than one year after ground-breaking ceremonies (July 5, 1956), the new office quarters of Safeway's Dallas Division and Zone is being hailed with enthusiasm by the 150 employees who work there. *"We hear a lot about our Company's construction and building program regarding stores, plants, and warehouses,"* declared one of the office's employees, beaming proudly. *"Now let's read about our wonderful, new quarters!"*

Located near the beautiful White Rock Lake and Park area, in close proximity to downtown Dallas and Safeway's busy distribution center in Garland, the two-story building has a total of 29,677 sq. ft. (including partial basement.) Beige brick and stone, with light rust terra cotta trim on the front, give the structure an attractive appearance. In addition to both Division and Zone office staffs, the building also houses two District offices, Construction Dept., and Credit Union staffs.



ENTRANCE lobby of building greets the visitor invitingly with pleasant color scheme, predominantly green shades, gray marble trim, tan furniture.

ATTRACTIVE, modern "coffee room" has seating capacity of fifty; cold drinks are available - as coffee (using topnotch Safeway brands).



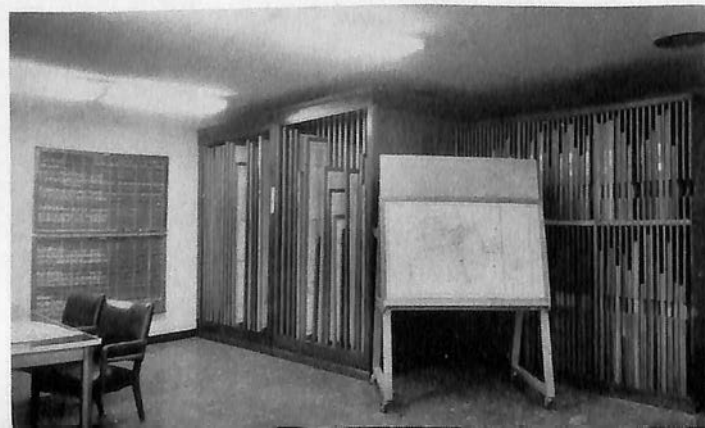
KEY PUNCH crew: Pearl Useton, Dorothy Welch, Mary Garner, Evelyn Minton, Vera Arnett, Chas. Boatwright, mgr.; Lynn Norsworthy, Leon Stephens.



GENERAL ACCOUNTING section of new quarters, below, reveals roominess of working conditions. Standing in aisle is G. W. Snider, Jr., zone controller.



ZONE REALTY map room, below, is spacious for group discussion on important data concerning the Dallas Division's operating area. Maps fit into slots.





Dallas Mark, left, receives congratulatory handshake from Portland Div. Mgr. G. M. Mangan at farewell luncheon. About 22 of his 29 years with Safeway were spent as a Portland whse. mgr.



Above, J. B. A. (Bert) Brennan, who has retired as manager of Regent Food Company's Canned Fish Department, San Francisco. BELOW: Now taking it easy is Harry D. Heiman, who has retired as office manager of Newport Products Co., Oakland.



Theodore Bartel, left, receives watch from Red Bank, N. J. Store Mgr. E. Neville (gift of fellow employees); he prepared for retirement with night classes at Rutgers University on bee raising.



THEY HAVE NEW CAREERS

EACH MONTH finds long-time employees bidding farewell to their co-workers as they join the ranks of the retired. Pictured on this page are a representative few who have recently left Safeway to enjoy well-earned retirement. Under the Company's employee retirement plan, in the U.S. as of July 1, there were 504 men and 63 women drawing retirement pay. In Canada there were 70 males receiving pension checks, but to date no Canadian woman employee has as yet reached retirement age. The above figures do not include de-

ceased employees whose retirement payments ceased on death, but there are, in addition to the above number, seven widows of former U.S. employees who also receive pension checks for life because their husbands took advantage of the survivor option.

Happy retired employees write that in order to enjoy retirement to the utmost, one should begin to plan long ahead of retirement date how to turn part-time hobbies and avocations into full-time new "careers."



Among those attending farewell dinner in Oakland, Calif. for Smith Norton (center, seated), who has retired as manager of Fairfax Baking Co., were, l. to r.: front, Claude Dickey, Glen Miller, Norton, Joseph Beck, Abel F. Lemes; rear, Roger Clausen, Gene Redmon, Dan Ring, John Elordi, Rod Church, Jack Robanser, Wm. Ziemke, Harold Cowling, Jack Parsons. Norton, whose Safeway service spans 30 years, will remain active on Fairfax staff until the end of the year to help facilitate management and locale changes.

Accounting Division, San Francisco, recently held a joint luncheon to honor three 25- and 30-year employees (see page 7) and retiring R. E. Fooshee, seated below at head table, rear, between Vice President A. R. Griffith, extreme left, and Vice President Hugh Frost. Others at head table, right, include H. G. Ferguson, W. G. Smitheram (both 30-year awardees), Frank Calhoun, and Vice President Wm. Mitchell.





NEWS PHOTOS



DISTRICT MANAGERS, after attending recent company-wide meeting in California, toured the San Leandro plant of Tea Garden Products and were entertained at an Open House (above). At this Safeway operation, the largest single plant preserve and jelly operation in the U.S., they were shown all processes.



DAIRY PRINCESS Sharon Secrist, center, and one of her attendants above, LaRee Best, right, recently chosen in Ogden event, are both Safeway employees; Sharon at No. 361, LaRee at No. 358. At the left is another attendant, Trudy Iverson.



IN CONTEST sponsored by Fairfax Baking Company, Vern Hutt, Vancouver, B.C. store mgr., won a 10-day free trip to Hawaii for himself and his wife. Above, the happy Hutt's smile on arrival.



EMBRYO Artist Joseph Bonomolo, 14, center, won 1st prize in recent Curtsy Cupcake contest in New York, for his coloring of a picture. With him are Distr. Mgr. M. Parisi, Store Mgr. R. Molloy.



MINIATURE Thunderbird was Janice Brown's prize in recent coloring contest sponsored by Nob Hill, Party Pride, Skylark, Royal Satin and Kitchen Craft for children in Kansas City. Janice is 11.

GROUP from a local church recently toured Winnipeg's new West End Store No. 571, some of whom are pictured below, with District Manager G. Fraser, left, explaining to the ladies the good features of bakery goods from Fairfax Baking Co. The man in picture is Store Manager Nick Hnidan. Following a tour of all the departments, the group served tea and cakes (Curtsy Products!) at the rear of the store.



TOP HONORS in Nat. Orange Show Citrus Judging Contest at San Bernardino went to the three young experts below; center is Ted Phillips, agric. student, who also works at No. 21, Canoga Park.





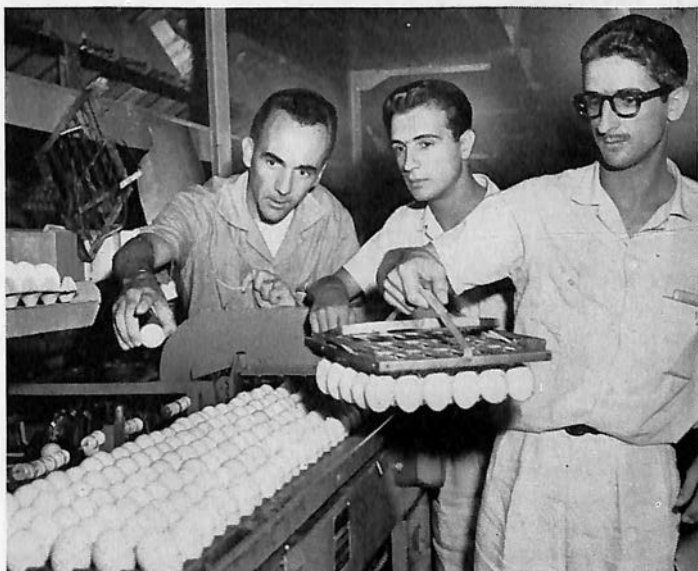
JAPANESE industrial executives, visiting in U.S. under U.S.D.A. sponsorship, recently toured our Los Angeles Meat Whse., guided by Whse. Mgr. O. M. Jordan, right, Supt. John Blank, left, rear.



AS A MEMBER of local C. of C. Aviation Committee, Sacramento Zone Mgr. Mike Hauser, himself a licensed pilot, recently flew in several jets based at McClellan Air Force Base; above, he gets set.



COLONEL KIRBY, 3rd from left, is no "colonel" but instead a Lion and a Safeway Store Mgr. (at Walnut Creek, Calif.). Above, he and fellow Lions F. Collins, P. Canville, M. Reilly are "harmonizing."



TWO YOUNG BRAZILIANS, Oscar Bianchi, center, and Jose Bianchi, right, whose family own perhaps the largest chicken and coffee tree operation in South America, are shown above inspecting the egg-handling facilities of our Brentwood Egg plant in Dallas; at left is Plant Manager Don Stewart.



LEADING TEXAS cattlemen recently toured Dallas' Distribution Center. Above, extreme right, No. Dallas Distr. Mgr. C. Foster and former Div. Mgr. Earl Cliff (since retired) discuss meat products with group which included E. Duke, T. Alexander, J. B. McCord, C. Pritchett, J. Finley, Jr.; W. R. Thurber.

PORTLAND Meat Consultant Barney Duin, below, demonstrates to young students of Oregon State College's 4-H Summer School, the correct method of cutting up fryers. Consultant Duin addressed some 600 4-H students in the eight separate classes he conducted on preparing, etc., of poultry.



FORTY STUDENT NURSES from Winnipeg General Hospital recently toured big new No. 562, our produce warehouse and Fairfax bakery, to give them a better insight into methods employed in our various operations. Below, portion of group is addressed by Winnipeg Prod. Whse. Mgr. Herman Stokes.



NEWS BRIEFS

Sales Record

Our consolidated sales for the 28-week period ending July 13 amounted to \$1,117,369,739, an increase of 6.51% over sales for the same period of 1956 which were \$1,049,099,652.

Sales reached an all-time high for the four weeks ended July 13: \$166,850,860. This exceeded our former record of \$164,364,068 which was also set this year, during the immediately preceding four-week period.

Consolidated sales for this record four weeks ending July 13 were 5.7% greater than for the same period of 1956 when sales amounted to \$157,847,289. We now have 2,017 stores in operation in 1957 compared with 1,986 in 1956. Between January and mid-July of this year, we opened 91 new stores in the U.S., and 16 in Canada.

Scholarship Winners

Two Safeway food clerks have won scholarships to Michigan State for the year 1957-58 (SAFENEWS, Jan. '57, Feb. '57). Both winners (pictured below) will take a year of graduate work at Michigan State in the Curriculum in Food Distribution. Winners are Frank Wiseman, 25, food clerk at No. 610, Omaha, Nebraska, married (his wife, Mary Ann, is a food clerk at No. 617, Omaha), no children; and Jon E. Caton, 22, food clerk at No. 35, Alva, Oklahoma, married with two children; his entire family will accompany him to Michigan.

Poland Fair

Frederick H. Sigmon, Sr., store stocking supervisor for Washington, D.C. Zone, was selected by the U.S. Dept. of Commerce to supervise a big exhibit of American frozen foods at the International Trade Fair held at Poznan, Poland, in June. He is pictured below with a full-looking frozen food case, filled with far-looking frozen foods, but his Polish audience had nev-

er seen anything like this before. Every frozen product sold in American food stores was included in the display—major manufacturers contributed their products and there was no duplication of brands. A home economist also was on hand to cook the food, so that the visitors could smell and taste it as well as see it in the display cases.

The U.S. exhibit, which included a gadget-filled house typical of middle-income U.S. suburbia, proved the smash hit of the 30-nation show, completely eclipsing the Russian exhibit. Residents of Poznan (scene of last year's bloody "bread and freedom" riots which started Poland on its quasi-independence from Moscow) were urged by Communist Party newspapers to stay away from the U.S. "boastful rich man's" display. The Poles ignored this to the extent they swarmed by the thousands to the U.S. exhibit. The display far from being misconstrued as vulgar ostentation, proved instead, as the *New York Journal American* pointed out, "a solid triumph for the American concept of free enterprise." This was the first time people of a country behind the Iron Curtain were able to make a comparison between the products of the free United States and the communist Soviet Union.

Supply Co. News

Walter J. Schoendorf was recently appointed Company Manager of Tuxedo Candy Company. He has been with Safeway for the past five years and has served as plant manager since 1955.

E. A. Congdon, formerly manager of Tea Garden Products Company, has been appointed Company Manager of Newport Products Company. His association with Safeway dates back to 1930 (he started as a part-time clerk during his school days in Oregon), and in the past several years has held a succession of executive positions with the Company.

Lee E. Risk, formerly sales manager of Safeway's Coffee Department, has been appointed manager of the Brand Promotion Section of the Central Advertising Department. He replaces Neil P. Stewart, who resigned to become consumer products advertising manager for a national paper company.

New Fairfax Manager



New manager of Fairfax Baking Company and its 22 bread and cake bakeries located throughout the U.S. and Western Canada is James A. Kirkman (inset). He replaces

F. Smith Norton, who has retired (see page 13). Kirkman, until recently vice president and a director of Red Star Yeast & Products Co., Milwaukee, Wisconsin, will make his headquarters at Fairfax's administrative offices in San Jose, California. He received his schooling at Berkeley, California, and is a member of the American Management Association, the American Society of Bakery Engineers, and vice chairman of the Grocery Manufacturers of America Midwestern Committee. He is married and has one daughter, Gail, and a son, James A., III.

Management Changes

President R. A. Magowan announced on August 1 the retirement of Earl Cliff as Manager of the Dallas Division. "During his 27 years with Safeway and many years with predecessor companies," said President Magowan, "Earl Cliff has made a very substantial contribution to the growth and progress of the retail food industry. He will be missed by his many friends and associates."

Taking over as Dallas Division Manager is Clyde Bradburn, formerly Butte Division Manager. New Division Manager in Butte is E. L. McIntosh, formerly Dallas Retail Operations Manager.

New York Division

Fred E. Rowland, formerly Kansas City Div. Manager, has been named New York Division Manager, succeeding J. D. Weymer, who has resigned. Promoted to Kansas City Div. Manager is John M. Tudor, formerly Wichita Zone Manager. This Zone has now become the Wichita Division, with Ralph Low as Division Manager. He formerly served as Retail Operations Manager at Kansas City.

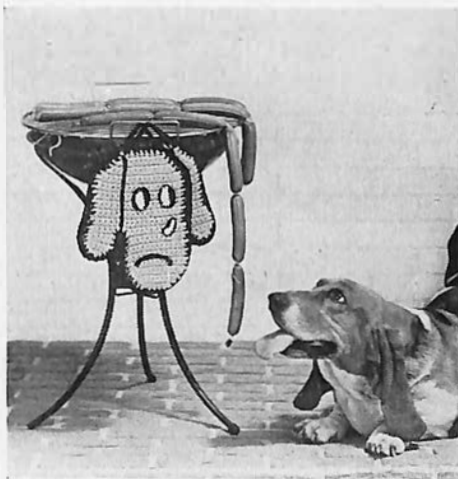
SCHOLARSHIP WINNERS
CATON & WISEMAN



SAFENEWS MAN "SELLS" CUSTOMERS IN POLAND



Home Hints



Every good barbecue should have in attendance the above "droopy dog" barbecue mitts. You can very quickly and easily make up one for the use of the man of the house or as a gift for someone who's been inviting you to a lot of barbecues. All you need are a few skeins of yarn, a crochet hook, and a spare hour or two. These inexpensive mitts are sturdy and long-wearing, give good protection against burns. A floppy dog ear forms the thumb. For free illustrated instruction leaflet, send a card with your (clearly printed) name and address to *Safeway News*, 3124 East 14th Street, Oakland 1, Calif.

Good Start's Important

September—back-to-school month—has been designated as *Better Breakfast Month*. In a recent survey conducted by the government's Ohio Experiment Station, records of food eaten for three successive days by 341 children, 9 to 12 years old, in city, village and rural schools in southern Ohio showed that the large majority were short at the morning meal of foods needed for growth and activity. Only 20 of this number had breakfasts that rated good by modern nutrition standards. Nutritionists recommend at least a fourth, or, better, a third of the day's food needs at breakfast. Studies have shown that unless food essentials are evenly distributed this way, children don't make up what they missed at breakfast. Teachers, point out the Station, often report that the child who has no breakfast or too little breakfast is likely to

be tired, inattentive, "cross," or poor at his lessons.

Poor breakfast habits carried over from childhood may be a handicap to adults. Industry studies have traced accidents and slow-up in work to little or no breakfast. Then, the midmorning snack all too often is a type of food that dulls the appetite for a nutritious lunch.

Have you looked over *your* breakfast menu lately—your *own* as well as that for the children?

Dress 'em Up!

Been neglecting hot vegetables on summer menus? Don't forget they look and taste better when served in an imaginative way—helps to get the family to eat more of them, too. Butter's good, but don't always use *just* butter—add other seasonings now and then for variety. To butter, salt and pepper, add: basil, savory or caraway for beets; a dash of lemon or thyme for carrots; a bit of lemon juice, vinegar or horseradish for spinach.

Add a dab of sour cream or a cheese sauce to hot vegetables; lima beans are good mixed with sour cream, salt, pepper, and chives to put in the hollow of a baked squash.

Grated cheese can add a lot of flavor—a sprinkling over snap beans, beet slices, celery, or peas, for example. Or try a special effect with cauliflower by sprinkling grated cheese over it and broiling it until the cheese melts.

Uncooked Peach Jam

Here's an easy recipe developed by USDA home economists for an uncooked peach jam with the full flavor of the fresh fruit. No waiting for a cool day to make this jam—you can make it in comfort no matter what the temperature. You can eat it this week, or you can tuck extra jars into the refrigerator or freezer for good eating later on.

You'll need: 3 cups crushed peaches (takes about 2½ pounds peaches); 5 cups sugar; 1 package powdered pectin; 1 cup water.

To prepare fruit: Sort and wash fully ripe peaches, remove pits and skins, and crush the fruit.

To make the jam: Measure 3 cups of crushed peaches into a large mixing bowl. Add sugar, mix well, and let stand for

20 minutes, stirring occasionally. Dissolve the pectin in the water, bring to a boil, and boil for 1 minute. Add pectin solution to the fruit and sugar mixture and stir for 2 minutes. Ladle the jam into jelly glasses or into suitable freezer containers, leaving ½-inch space at the top. Cover the containers and let stand for 24 to 48 hours, or until the jam has set. Then cover jam with ⅛-inch layer of hot paraffin. Makes about 9 six-ounce glasses.

To store: Store uncooked jam in a refrigerator or freezer. It can be held for a few months in a refrigerator or up to a year in a freezer. If kept at room temperature, it will mold or ferment in a short time. Once a container is opened, the jam should be used within a few days. **Note:** If the jam is too firm when opened for serving, it can be softened by stirring. If it tends to separate, stirring will blend it again.

Serve an Inexpensive Steak

Flavorful and tender when properly prepared, flank steak is as tasty as the more popular broiling steaks of beef. This flat, narrow piece of meat can be cooked as easily as a round steak and lends itself to many menu plans (*in picture below it's shown with baked potatoes with chive-sour cream topping; mixed peas and carrots; tomato, lettuce and cucumber salad*). Prepare flank steak by braising, cooking with a small amount of liquid. Dry mustard and Worcestershire sauce give a delightful "deviled" flavor in the following recipe:

Deviled Flank Steak

Score flank steak by cutting diamond shapes ⅛ inch deep on both sides. Combine 2 tablespoons flour, 1 teaspoon dry mustard, 1½ teaspoons salt and ¼ teaspoon pepper and pound into steak on both sides, using a meat pounder or the edge of a heavy saucer. Cut steak into 4 pieces and brown in 3 tablespoons hot drippings or fat. Mix 1½ teaspoons Worcestershire sauce with ½ cup water and add to meat. Cover pan and cook over low heat until meat is tender, about 2 hours. Add more water during cooking, if necessary. 4 servings.

American Meat Institute



SAFeway NEWS

DIVISION OF SAFEWAY STORES, INCORPORATED
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SAFeway STORE MANAGER KNOWS

When A Feller Needs A Friend

EVERY DOG OWNER who has lost a beloved pet will understand the epitaph to a dog written by an obscure poet, "his tail still wags in my heart." No exception is little Steven Hoopes of Eureka, California, who early learned the sorrow of such loss when his pet boxer vanished recently. But time and new friends are helping to heal the hurt. Eureka

Safeway Store Manager John Chostner read of Steven's loss and because he knows "how heartbreaking it is for a boy to lose a dog," presented the child with a registered miniature pinscher, complete with sweater, collar, leash. Below photo captures drama-fraught first meeting of a little boy and a little dog who almost inevitably will soon become fast friends.

