

SAVE - W.C.B Picture.

JULY - AUGUST / 1960

SAFEWAY

News



Does Every Picture
Tell A Story? — See page 2

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FROM THE EDITOR'S NOTEBOOK

THE NAME'S THE SAME—almost. John Mandas is the head of Safeway's Fish Buying Dept., headquartered in Oakland, Calif. He recently visited the Orient to look over the fish and seafood market (*see photo, page 15*). At about the same time, I was in Washington, D.C., looking for news items and came across this unusual coincidence at the corner of 2nd and E Streets, S.W. There, in large letters across the front of a restaurant, was this identification: John Mandis' Market Inn, featuring Seafoods. I could hardly wait to tell Safeway's John about this the moment we got together. He looked at my notes, then proved that in addition to knowing fish and seafoods, he also knows a thing or two about spelling. "There's no 'i' in my name," he pointed out. Phooey, there went my oddity item. But there's still a remote chance of saving it. Must find out if John Mandis knows how to spell his name!

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BEST IN THE WORLD. That's the compliment paid our Marina store in San Francisco by a group of West Germany businessmen during a tour in this area. There were nine in the group, making a study of the supermarket industry, and before coming to the U.S. they had toured Scandinavia, Italy, France and England. Seth Shaw, head of Safeway's Public Relations Dept., and Rupert Murray, our Pacific Coast PR branch mgr., met with the visitors and their ears are still ringing with praises heard. "It was their unanimous opinion," Murray reported, "that the Marina store is not merely the finest in San Francisco, or in the United States, but in their judgment should be rated as the most outstanding supermarket in the world from every standpoint." Well, now, that's mighty high praise—but we like to feel we have about 2,186 (at last count) other Safeway stores that need not feel outclassed. It takes more than a pitcher to win a ball game—and we're all on the same team!

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10½ TONS OF COTTAGE CHEESE. If you can visualize a serving of 21,180 lbs. of cottage cheese, you have a picture of the sales made in one week recently by the 13 stores in Yakima (Wash.) District of the Seattle Division. DM Don Cannon doesn't claim it's a record, but he'd like to know who can top it...

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MANAGER CLAUDE MEYERS of our store in Boulder, Colo., has gained a wide reputation for being a most congenial sort of businessman. So he was entirely in character this particular day when he returned to his store and encountered a fellow coming out with a large box tucked under his arm,

apparently filled with Safeway items. Solicitously, Claude greeted him: "Have you been well taken care of, sir?" The man replied, appreciatively, "I sure have!" No understatement. He had just robbed the store and the box contained his loot. "That's one 'customer' I don't want to see again," Claude lamented later, "unless it's in a police line-up!"

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TV IN JAPAN. Above, we mention a trip to the Orient by John Mandas. With him were our Fred W. Crawford, head of supply operations in Canada Safeway, and E. W. Zimmer of his staff. Seems the group got quite a reception in Tokushima, Japan; interviewed by television reporters, etc. We wondered about this latter—how widespread TV might be over there—learned that Japan is producing about 3,000,000 TV sets a year, and close to 5,000,000 are now in use in that country. Surprise you? ...

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VACATION BREAK. In case you wondered what happened to your July issue of SAFEWAY NEWS, this will explain. As has been our custom for several years now, we combine the July-August issues each year, seeking a breather during the vacation season. Did you miss us? ...

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PEDRO PEANUT is his name—the little cartoon character reproduced on this page. I met him just a few weeks ago, during a trip to Vancouver, Canada, to write the story about our new Empress plant (*see pp. 8-9*). His purpose, via newspaper ads and TV spots, is to sell himself to kiddies and in turn sell our Safeway Brand peanut butter. If Pedro Peanut succeeds in luring consumers to at least try our "S" brand peanut butter, he'll more than pay off. Because, at that point, *quality and taste* will take over—and if this appears to be a plug, I can assure you, after a taste-tells experiment, it's well deserved.





THREE SYMBOLS THAT ARE



TYPICALLY AMERICAN

AS THE TITLE of this message points out, the three photographs on this page portray symbols that are dear to the hearts of all Americans. If we may wax patriotic for a moment—and surely no apology should be made for this—the first and foremost symbol is Old Glory, with its thirteen stripes of red and white, and fifty stars on a field of blue. As that Flag flutters in a breeze, each unfolding swirl is like a pulse-beat pumping a priceless heritage into the hearts of those who have sworn its allegiance. To feel the full might of its inspirational force, one should be stationed in some troubled spot of this world, away from loved ones, away from hot dog stands and baseball games, away from the many things we daily take for granted, and then look up and find Old Glory waving a greeting. If we were to define in one word the symbolic significance of our Flag, that word would be: *Freedom*. And it is this word—*Freedom*—that each of the three typically American scenes on this page have in common.

Cornerstone of our democratic republic is the ballot-box: *Freedom* to vote as one chooses. Perhaps at no other period in the history of the United States of America has this *Freedom*—the Right to Vote—been of greater stake in our lives than it is today. Every citizen, with an ounce of common sense in his cranium, should need no preaching on this matter. He need only pick up his newspaper, turn his eyes and ears toward any of today's communication media, and the facts are there, some ominously.

There is unrest and violence going on in many parts of our world. We have been surprised by shouts of "Go home, Yank!" in regions we have been trying to help and that we thought were completely friendly. Why? . . . What has happened? . . .

We, the editors of SAFEWAY NEWS, don't profess to know the answer. Nor are we inclined to hold any person or group of individuals culpable. It is too simple to point an accusatory finger and declare, "You're guilty!" We believe history will show that the causes of world tension today were given a helping hand years ago, allowed to take root beneath the surface while the "shoots" above seemed disarmingly attractive. In other words, perhaps we centered our interest on the fragrant blossoms while the insidious roots were doing their underground dirty work. Now these roots



are revealing themselves and we see the naked truth: they are seeking to engulf the world. Yes, we're talking about international communism.

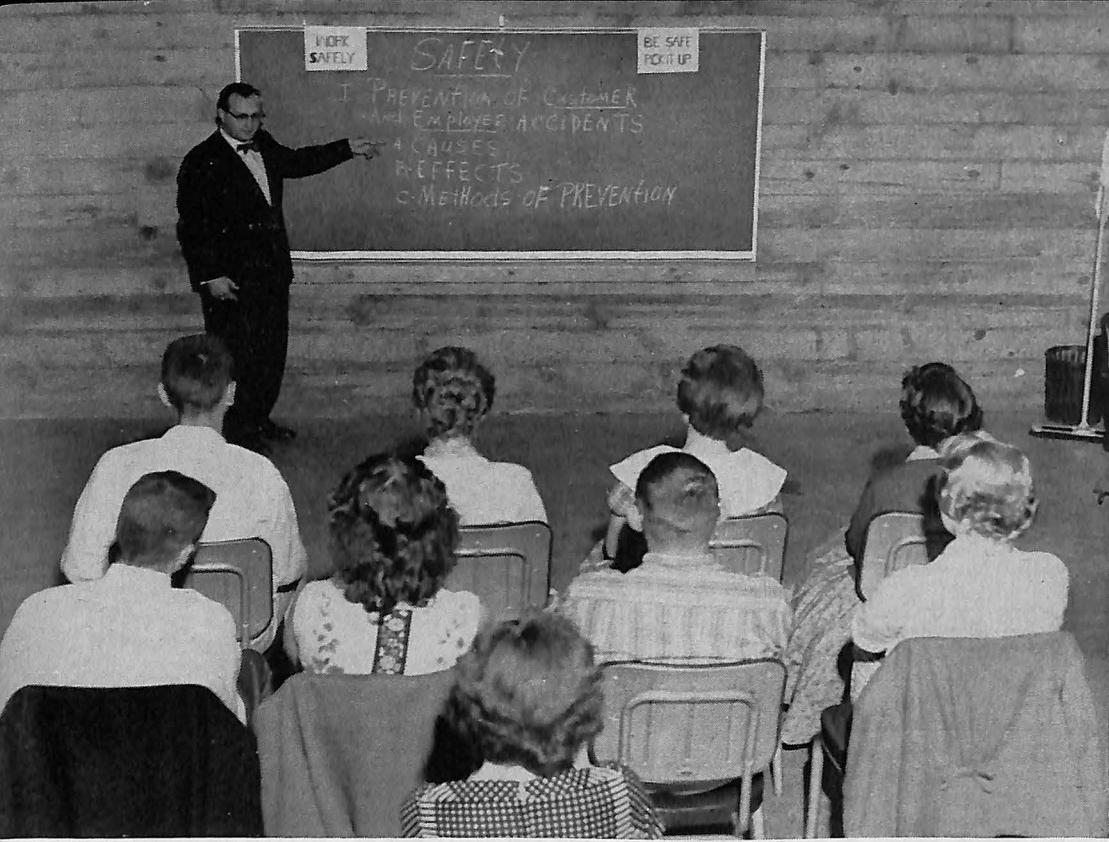
However, while it's not our intent here to do any blaming at home for our plight abroad, we can't stress too strongly the need for every citizen to take an active interest in the affairs of our government. The Democrats and the Republicans have now selected their Presidential candidates. One of them is to be President of the United States. We must also elect our representatives in Congress. And there will be vital posts filled by appointments, after

the elections. Now is the time to form your opinion. Exercise your *Freedom*—your Right to Vote for whomever you choose—but let your choice be based on *reason* NOT emotion or promises!

(Incidentally, that photo above may be unfamiliar to folks who have never seen a "voting machine" which has replaced the traditional, rubber-stamp "X" marker in some states. Well, that's what it is.)

We come now to our third symbol of *Freedom*, pictured on this page, and this one is equally close to home. The typical American supermarket has thrilled and amazed foreigners the world over. One of the first "spectacles" visiting dignitaries request to see on arriving here, is "your supermarkets." The great variety of food items, the *freedom* of choice available to American shoppers, these are marveled at and wishfully desired by others.

We have so many privileges in America, wishfully desired by others, but taken for granted by too many of us. We have cited only three typical examples. You could add scores of others—and all would add up to this one thing in common: *Freedom*. When we cast our vote on Election Day, we are voting for more than individuals to public office. We are voting for hot dogs and nuclear missiles, the corner grocery and the supermarket, the Right to Worship freely, the Right to Speak freely, the Right to Work for others or go in business for ourselves . . . etc. These are roots planted deeply in American soil. How we tend our own roots will determine their weakness or strength against the sinister attack of treacherous vermin. We are voting for our *American Way of Life*. Think of this when you vote on Election Day.



NEW EMPLOYEES hired in Seattle Division get lessons in safety before they go on the job. Undeniably this adds to a reduction in accidents caused by ignorance. Enacting scene is Training Instructor R. Dreiling.

The Seattle Division Where SAFETY is No Accident

JACK L. HEATHCOTE, manager of our Seattle Retail Division, one of the largest in Safeway, like this spotlighting of the "safe" established in his operations. are other Divisions that are more deserving of recognition than Seattle," he insists. However, be that as it may, the facts indicate that Seattle Division has consistently maintained a low-level rate of accident frequency, both among employees and customers, and the question

raised by some others is: "How do they do it?" To get the answer, Vice President and Controller A. R. Griffith assigned SAFEWAY NEWS to interview Mr. Heathcote and his staff members responsible for the Division's splendid safety record.

The importance of this subject can best be pin-pointed by revealing that in the U.S. operations, our 1959 losses for bodily injury to members of the public and damage to property of others amounted to

TRUCK DRIVER Cecil N. Deeter, below, is making a mandatory check of equipment before it leaves the distribution center on deliveries. Another precaution that adds up to a good safety record. Naturally all of Safeway's drivers are concerned in safety and go all-out for a check-up program as in Seattle Division.



HOW TO LIFT properly is an important factor in avoiding employee injuries. Here Howard Deeter, grocery warehouse manager in Seattle's distribution center, reviews some safety tips with Floyd Vallade, John Pearson, George Erickson. In warehouses, as well as stores, posting of safety bulletins goes on.



more than \$1-million—in fact, the claims were 22% over the previous year. Number of reported accidents was 5,849—764 (or 15%) more than in 1958. "This," Mr. Griffith laments, "is certainly a disappointing showing when compared to the sales increase of 7%."

Now, the Seattle Division: "How do they do it?" The answer is going to shock the innate modesty of Jack Heathcote, but the truth is: The Division Manager takes a keen and personal interest in every phase of accident prevention.

That seems to be the key to a successful safety program. Wherever you find a good record being established—as in Denver Division, Butte Division, Amarillo Zone, Salt Lake City Division, Spokane Division; Portland Division, to name a few other top-rankers in the latest reports—you will find intensive effort being devoted by the Division Manager, Division staff, District Managers, and Store Managers.

Every accident that occurs in the Seattle Division, involving an employee or a customer, is thoroughly analyzed by Mr. Heathcote, cause is noted and steps taken immediately to avoid a repetition. Bulletins are issued frequently, pointing up causes of accidents, keeping employees aware of THINKING SAFETY at all times. The safety bulletins issued by the Seattle Division, for posting on stores' bulletin boards, generally are short and to the point, but carry tremendous impact. For example, states one in bold capital letters: **BE SAFE—PICK IT UP.**

The importance of "picking it up" was emphasized in another message. Imagine paying \$520.00 for one grape! . . . That's what the accident cost when a customer stepped on a grape, slipped and fell. "Actually," states Mr. Heathcote, "the cost of

accident claims doesn't reflect the true loss to the Company. There is always that intangible sum, the fact that in many cases customers who file claims against us discontinue shopping in our stores."

Last year, in our U.S. operations (we have deliberately omitted mention of our Canadian operations as the problem isn't as acute up there and should be cited in a separate article), produce debris on the floor resulted in 736 accidents. Displays stacked too high or insecurely caused 410 claims against the Company. There were 1,142 accidents attributed to stores' floors (slippery, etc.), 255 in parking lots, 114 due to cartons and other merchandise remaining in aisles unattended.

There is only one solution, in the opinion of safety engineers, if accidents are to be avoided: employees must realize that *accidents don't just happen, they are caused*. And they generally are caused by carelessness.

"If Management is aware that accident prevention, through the training and supervision of employees and the maintaining of clean and orderly stores is one of its functions," states Mr. Griffith, "favorable experience is bound to follow. But if Division Management, down through its District Managers and Store Managers, share the opinion that nothing it can do is going to affect this loss experience, that it's merely the working out of the law of averages, this is the attitude that invites serious consequences."

The truth of those words is found in the Seattle Division, where *safety* is preached regularly from the Division Manager to the new employee just hired. For more evidence, see photos and captions.

COVER PHOTO: No, every picture doesn't tell the complete story. For details, see caption at top of page.



FOOD CLERK Doug Rehbein, left, and Asst. Mgr. Bob Gerber, of store #516, managed by Ward Ericson, show us the right way to handle a very serious hazard—bottle broken on floor. Having discovered the hazard, it is NEVER left unattended. If mop or other clean-up utensil is needed, another employee is sent to get them while one stands guard. Actual cases of customer injury have resulted from leaving hazard.



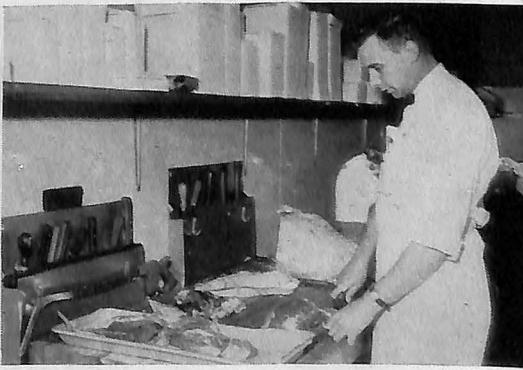
SERIOUS DISCUSSION is evident in this photo, showing R. E. Lee, manager of PR and Employee Relations in Seattle, explaining safety bulletins that have helped reduce accidents. Others (l. to r.) are G. G. Burns, whse. op. mgr.; J. L. Heathcote, div. mgr.; W. V. Stratton, safety engineer of Johnson & Higgins, safety consultants; F. E. MacRae, ret. op. mgr., and (seated) A. F. Lemes, NEWS' editor.



DISTRICT MANAGER Frank Wingert, left, and Employee Relations Mgr. Bob Lee, make check of how safety bulletins are posted in backrooms of stores (exemplified by Doug Rehbein in store #516). These bulletins cover every facet of safety, are issued at different periods, depending on topic.



ENACTING AN IMPORTANT situation that leads to many accident claims against the Company, are Dist. Mgr. Frank Wingert and Produce Dept. Mgr. Wally Robertson. Wingert is holding a lettuce leaf, presumably picked from the floor, and is pointing to a radish—either of which could cause injury.



CUTS IN MEAT DEPT. are a hazard that receives much attention in a Division's safety program. Here John Girard, meat dept. mgr., cutting piece of tip for cube steaks, reveals proper method of handling knife. Note also how knives are neatly and safely kept in their proper compartment.

IT'S THE FLAVOR THAT WINS CONSUMER FAVOR

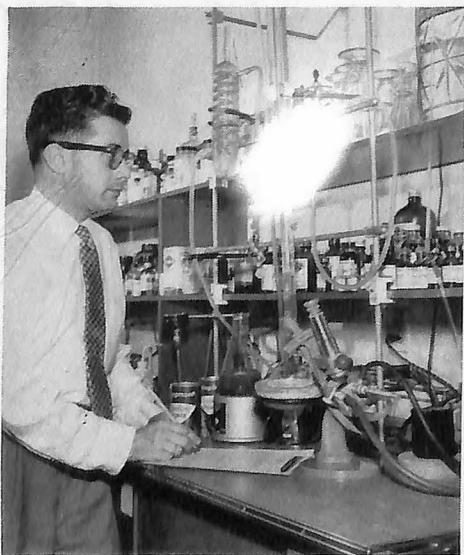
DO-IT-YOURSELF buffs, whose venturesome hand is today found in almost every realm of activity, may as well know right here and now there's at least one field not for them: the home manufacture of certain soft drinks. Our Beverage Department, which manufactures our superior Cragmont beverages, can point out a lot of reasons why. Oh, they'll concede it's possible, for example, to make up your own cola—if you're not too fussy about perfect flavor and cost is no object. Just one ingredient alone in cola costs \$400 a pound. True, just a dash goes into each drink but that drop or two is as essential as salt is to meat. Not all ingredients cost that much, of course. Some may sell for as little as 5¢ a pound. But even the very water used in the drink (in every *Cragmont* drink, that is) requires chemical analysis and constant checks to make sure no change is affecting the desired flavor.

From all over the world come the essential oils and spices that are blended into the special formulas that produce our Cragmont soft drinks. There's anise, for instance, from Indo China. And neroli oil from Spain (distilled from orange flowers by a difficult process that ups the price to the afore-mentioned \$400 a pound). Also kola nuts from West Indies, India; ginger from Jamaica, clover from Zanzibar. Many domestic products are used, too, such as California and citrus oils.

The Beverage Department, managed by Henry Roux, with headquarters in San



WHICH FLAVOR? WHICH CONTAINER? Gloria MacDonald of the Oakland Administrative Office finally settles for Cragmont's canned cola, and her smile indicates the quality of this popular soft drink. Cans shown in foreground are new items recently added to our Cragmont line of beverages.



SKILLED chemist checks our Cragmont beverages in filling-plant laboratory for standard flavor, internal pressure and, above all, for taste.

Francisco, maintains an Extract and Quality Control Laboratory plant in Los Angeles, which is the very heart of its operations. This establishment, with the very latest scientific equipment, controls completely the quality and flavor of every single bottle or can of Cragmont's beverages. These include cola, root beer, lemon-lime, imitation strawberry, grape sodas; orange soda, sparkling punch, ginger ale, cream soda, collins mix, sparkling water, whiskey sour mix, white soda. Supervised by graduate chemist Fletcher Watson, the laboratory gives its chief concern, next to quality, to dependable uniformity. Raw materials are checked for quality when received, then blended, aged and processed in strict conformance to our own formulas. More than 100 ingredients are blended to make the concentrated syrups for Cragmont's

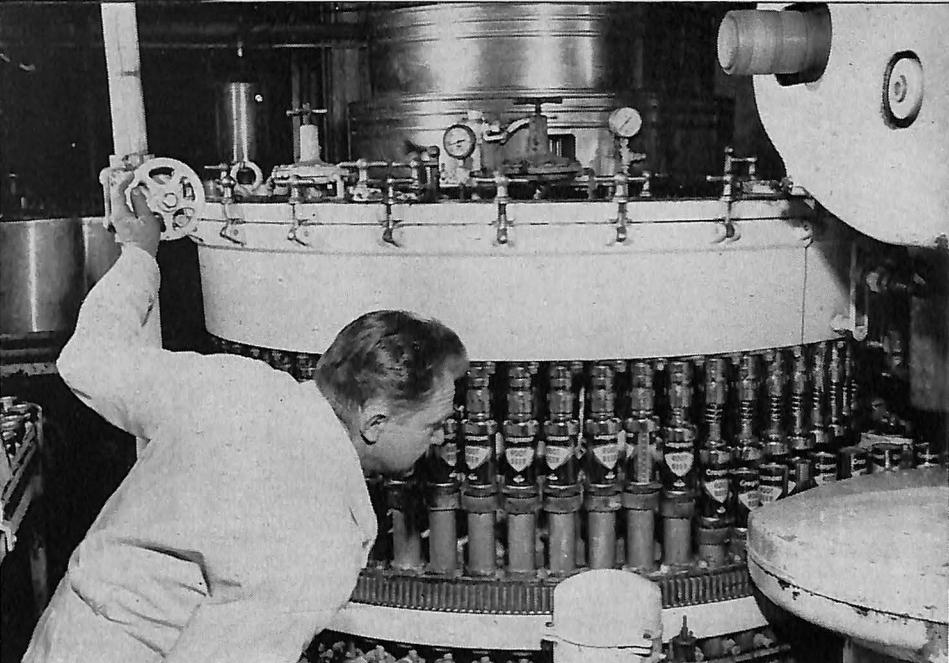
flavor bases. Then, pre-batched, the extracts are sent to our bottling plant in Dallas and the 23 other processors who bottle or can the finished Cragmont product. Such pre-batching prevents any plant error in measurements or forgotten ingredients. Nor does quality control end here. All plants send samples from production runs to Los Angeles, where laboratory tests are made of each to make sure Cragmont standards are being met.

Water is very important in a soft drink. Because it can vary so widely in mineral and other content in various parts of the country, this of course must be taken into consideration. Therefore, the water supply of plants processing Cragmont beverages has been analyzed by our laboratory for suitability.

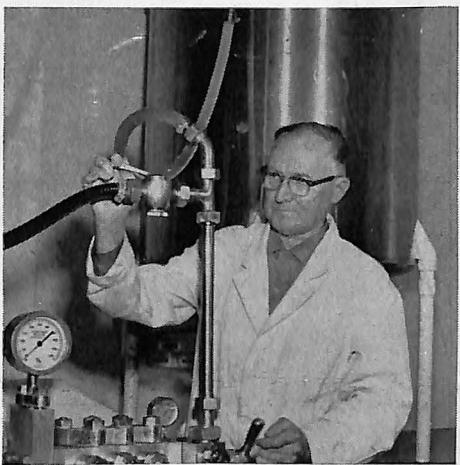
Another product not left to chance is



LOS ANGELES filling-plant makes maximum use of automatic equipment throughout the operations of filling and shipment. Above, operator feeds empty containers onto mechanical sorting system which conveys cans to fillers.



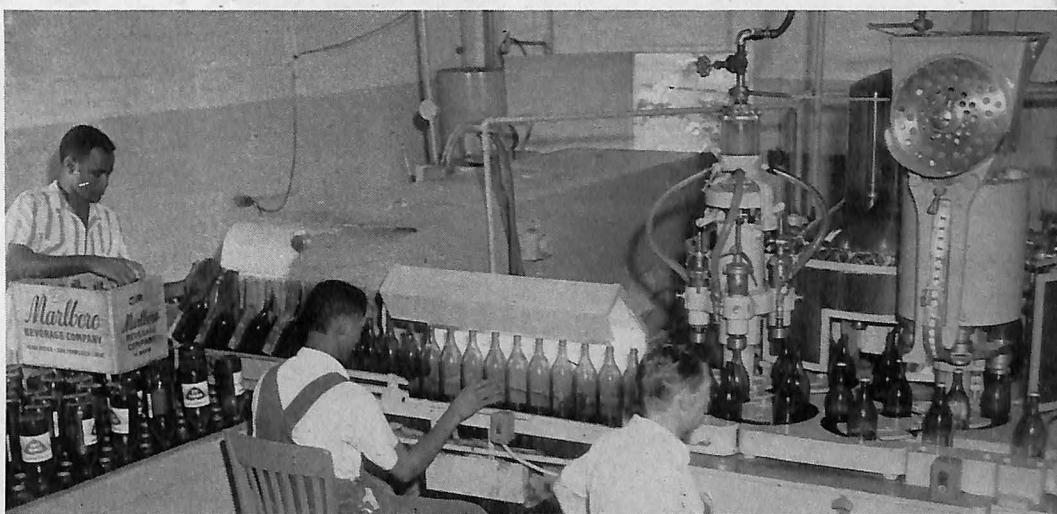
SECRET of bubbly refreshment is partly shown by the carbonated water being added here to Cragmont's Root Beer. Empty cans enter machine at right, are automatically raised to filling position as machine rotates to left.



CRAGMONT flavor-essences are manufactured at our own Los Angeles laboratory. Above, Mgr. F. Watson adjusts flow of essence from stainless steel mixing tanks to high-speed homogenizer.

the sweetener. Plants are required to use a special pre-tested Bottler's Grade sugar (highly refined sugar without color or odor). Thus, all phases of Cragmont drinks—the flavoring materials, the water, the sugar—are carefully controlled by the Beverage Department and its precision laboratory.

Cragmont, always popular with Safeway customers, has enjoyed a big spurt in sales this year. Previously the soft drinks appeared only in the big family-size bottles. Some months ago, however, Cragmont introduced a new container, 12-oz. cans. These easy-to-store cans have made a tremendous hit with the public. In fact, their sales now exceed those of the bottles. Obviously, our customers know a good thing when they see it—and taste it!



AT OUR DALLAS bottling plant, sanitary bottle washer is manned, left, by C. Manning. At center, Billie Bracken, using special lights, inspects cleansed bottles for imperfections before they move on to the automatic filling equipment. Watching process is Supt. Walter Gillespie.

FORKLIFT Operator Ted Nulisch swings load of Cragmont beverages onto truck for delivery to Dallas Division stores; at left is Driver E. C. Starks.



MARCHING FORWARD TOGETHER!
SAFEWAY EMPLOYEES
SAFEWAY STORES
27-ANNUAL ELECTION BANQUET



DENVER DIVISION held two S.E.A. election banquets, on successive nights, for Sections 70 and 71, with a combined attendance of 3,200 members and guests. Above, at mike, Division Manager Robert Campbell amuses group with friendly talk at banquet. New officers elected include Waldo Bunker, president Section 70, and Ted Richardson, president Section 71.



SECTION 99, Winnipeg Division, went "Western" in theme and costume for their recent annual election banquet. Although names were not furnished, above group includes new officers elected that evening. Approximately 800 members and their guests were in attendance at the dinner and all section officers who presided at the head table were in "authentic" western attire.

FUN at SEA



HAWAIIAN LEIS and coconut palms sparked election banquet of Sec. 79, Joplin District, whose new officers are, above: seated, Lucille Watson, Virginia Spencer, disbursing and social comm.; June Maddy, re-elected secretary; rear, Harold Short, re-elected vice president; Jack Plummer, disbursing committee; Robert Mitchell, president; Dean Culp, social committee.

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ATTENDANCE RECORDS were broken when 1,400 members and guests of Section 94 turned up for Valentine's recent annual election banquet, some of whom are shown below. This was largest S.E.A. affair ever held by this sec.



ABOVE: Edmonton's annual S.E.A. election banquet, "An Evening in Paris," was starred by members who provided entertainment; above, three couples dance a graceful French minuet. BELOW: "Progress" was the motif of election banquet held by S.E.A. Section 69, Sidney, Nebraska, at which time officers shown below were elected: front, Wolseley (Tony) Hosaka, president; Estelle Laughlin, secretary; standing: Harold Weldin, vice president; Jack Benzel, Don Heath, social committeemen. Division officers also attended.



OUR PERFECT DRIVERS

PROFESSIONAL DRIVERS, such as Safeway's hundreds of truck drivers who guide their huge rigs over millions of miles of highway lanes annually, preach and practice Safety. They *practice* it for the safety of themselves and others, and they *preach* it to spread the habit among the rest of us. Pictured here are but a few of our wonderful truck drivers.



SAN FRANCISCO—Our drivers here achieved finest safety record in Class A Fleet Safety Contest of local Nat. Safety Council. Above, Trucking Mgr. Wes Wood, left, accepts Award from National President of Safety Council, Howard Pyle.



DENVER, COLO.—Drivers from this Division were grand winners of Wyoming Trucking Ass'n 1959 fleet safety contest (over 1-million accident-free miles). Above, Truck Manager W. A. Neal beams after handing trophy to Div. Mgr. R. L. Campbell.



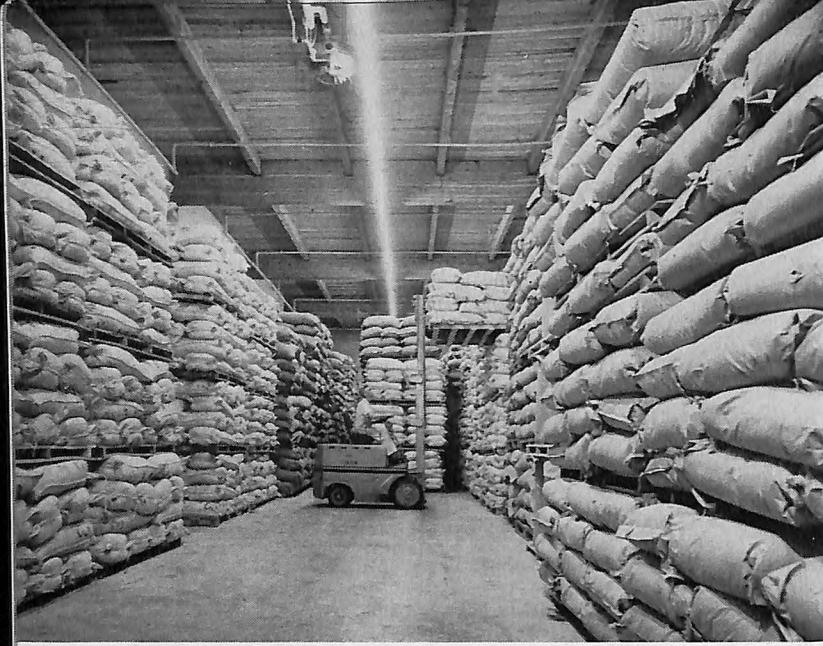
WASHINGTON, D.C.—Safe driver dinner here honored 123 accident-free drivers; among those attending: front, Whse. Op. Mgr. K. Eno; Drivers W. Moore, H. Huff; Div. Mgr. J. A. Anderson; Drivers D. Snead, A. Wilkinson, Wm. Jackson, H. Lynch; PR Mgr. G. Wright. Rear, R. Weimer, H. Jackson, P. Smith, L. Beamer, L. Griffith, D. Mattison (Supervsr.), E. Monroe, S. Wilson.



LITTLE ROCK, ARK.—At informal dinner attended by company officials and drivers, the nine men shown standing at rear all received awards for completing 1959 without chargeable accident: Bill Bolton, H. McCarty, E. Potts, Wm. Ray, M. Graham, C. Gray, J. Pierce, G. Van Sickie, C. Senteney. Also qualifying but unable to attend: Carl Powell, Jack Chapman, Joe Watson.

TULSA, OKLAHOMA—At banquet held here recently, a number of truck drivers were awarded pins in recognition of their safe driving records. Shown with drivers below are Division Manager Fred E. Rowland and Trucking Manager John Shaw, 5th and 6th respectively, from left, front row.





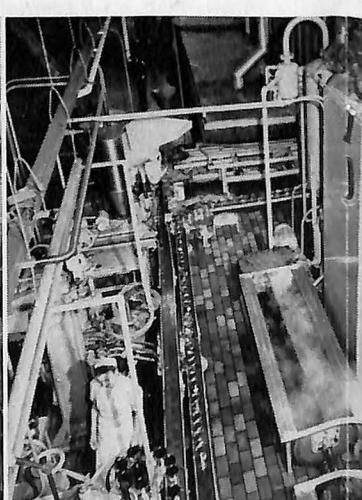
SEVERAL MILLION peanuts, destined for processing into Empress peanut butter, are in those bags, above, held in temporary storage at the new plant. Manning the fork-lift truck is Emil Pfennings, removing 1600 pounds. See "Editor's Notebook," this issue, for item about TV's "Pedro Peanut."



CULLING undesirable grades as the peanuts leave roaster are Joyce Kinnison, left, and Lotty Shaw. New Empress peanut butter is produced by the modern "cold pack" process, gives it better quality, longer lasting flavor.



PEANUT BUTTER "line" at left is compact operation. Here the product is roasted, blanched, ground, textured, cooled, packed in jars or tins, capped, labeled, cased—with quality control checking every step. In pic, women are (l. to r.) Mary Boletta, Grace Birce, Joyce Kinnison, Ann Brownlee.



EMPERSS JAMS have gained far-reaching reputation, also risen to great heights. Mountain climbers have included nutrient Empress items on expeditions to peaks of K2 in Himalayas and Mt. McKinley. Above, R. Johnson, head jam cooker, checks batch. In rear, J. Thiel, J. Selikin, mix ingredients.



NEW EMPRESS PLANT in Burnaby, B. C., is certain to add further fame of the "Empress"

CANADA'S EM A NEW LI

By the Roaring

VANCOUVER, B.C.—I am up here to do a story about the only *Empress* in Canada. This is a nostalgic assignment for me. I have known this *Empress* for many years—not since her birth; heavens, no!—but the first time I visited Canada for SAFeway NEWS, about 15 years ago, it was to interview this *Empress*. Now she's informing the world that she is celebrating her 60th birthday, this Year of our Lord, 1960—but, realizing that you expect me to stick to facts as a reporter, I must reveal she is much older.

The facts are these, briefly: Long before the turn of the century, among the active pioneer business firms in early-day British Columbia, there was an enterprise called "The British Columbia Fruit Canning and Coffee Co." During 1890, the "Empress of India," first of the great *Empress* ships, made its maiden voyage to Vancouver har-

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port—and it was this
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name to "Empress"—
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"brand" throughout our operating regions in Canada, and even beyond borders.

PRESS STARTS LIFE AT 60

ing Reporter

powerful fleet, capturing Canadians, came into eventful period that B.C. Fruit Canning Co., to change their which subsequently Manufacturing Com- way Limited.

McNeil, under the Crawford, Vice Presi- day and head of sup- has become a vir- throughout this na- vorn in the U. S. and consistent quality. the excellence of her other Empress items years have en- of this "grand ol' eer."

Today, the *Empress* label covers such items, in addition to jams, jellies, marmalades, as peanut butter, mincemeat, jelly powder, pudding & pie filling powder, extract, spices, cordial, olives, cranberry sauce, syrup, lemon butter spread.

Recently, *Empress* moved from her long-time residence in near-downtown Vancouver to our Distribution Center in nearby Burnaby. Here I toured the new plant, talked with many of the employees, including the two "oldest" in point of Company service, saw the products being manufactured, and I can truthfully say nothing has changed. Yes, the plant is ultra-modern, the equipment is spic and span. But these things are of relatively minor import. Nothing has changed: the folks in the plant still maintain a fetish for top quality, and the products leave nothing to be desired. Happy birthday, *Empress*!

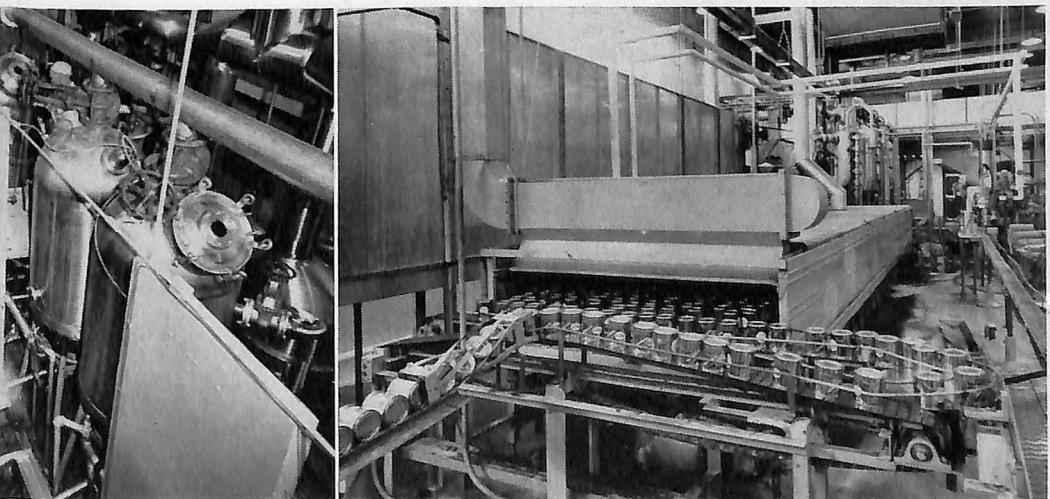


ROVING REPORTER interviews Empress' two "oldest" employees (in point of Co. service), Bessie Johnston, l., and Rose MacFarlane. Their combined service totals more than Empress' 60 years. They are proud of the new plant but are even prouder that through the years quality has always prevailed.



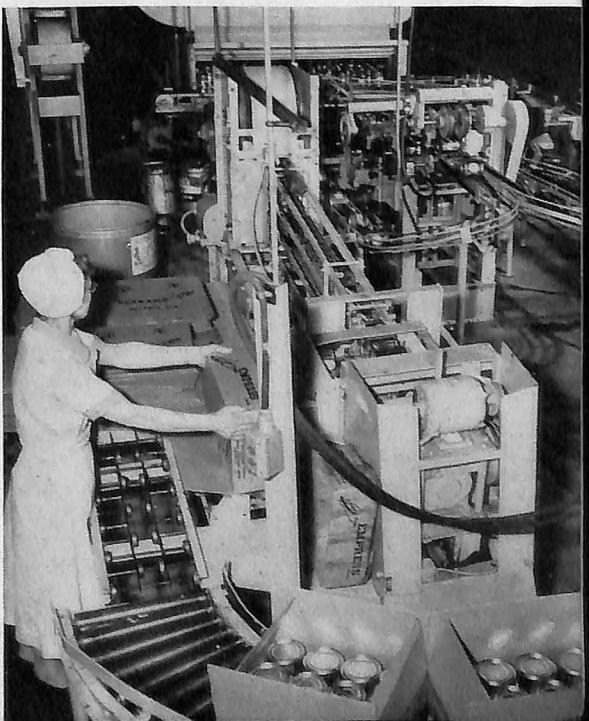
ABOVE, cases of finished products stacked on pallets for ready selection in filling delivery orders. Seen removing a load by fork-lift truck is P. Scheirer. Products from this plant are primarily for our stores, but some are wholesaled.

BELOW, part of production line in the new Empress plant's "jam room." Rose Taplin is operating the casing machine; to rear right can be seen part of the "walking beam cooler" which augments the "roll-thru cooler."



LOOKING DOWN into the cooking and filling area of jam room shows four stainless steel vacuum cookers at r. and steam exuding from a holding tank in cen. of photo. Standing beside automatic seamer machine is Gladys Barber. An obvious observation in this modern plant: utmost cleanliness.

ABOVE, tins of Empress jam are flowing from a huge roll-thru cooler, one of many unique types of equipment needed in a modern plant for the proper production of jams and jellies. Not visible on the cans is the color label bearing replica of famed "Empress ship" (see article above).





MELONS ARE SUMMER FAVORITES

"A Time of Plenty" is an apt description for the July-August summer season. In plentiful supply are juicy Hale and Alberta varieties of freestone type peaches; beautiful, bell-shaped Bartlett pears; melons of all kinds, including Honeydews, Crenshaws, and Cantaloupes.

In addition, in the fertile San Joaquin Valley of Calif., the harvest of grapes will be in full swing: Thompson Seedless, Red Malagas, Black Ripe alias, Lady Fingers, Muscats, and more to please the palate of Amer

A PEACH OF A JOB!

Great strides have been made in recent years by the fruit industry in bringing fresh peaches to our produce stands in as close to a sweet, ripe, juicy condition as it is humanly possible to do so. Harvested firm, but fully mature, to avoid all bruising possible; packed in moisture scientifically developed shipping containers; precooled in huge hydrocoolers to kill bacteria; loaded in pre-cooled refrigerated rail cars or trucks; rushed to Safeway's distribution centers for immediate redistribution to the retail stores and carefully displayed in the refrigerated display counters; our customers can select their peaches almost as soon as if they were able to pluck them from their own trees in their own backyards!

In August, the large sized Hales and Alberta peaches fill the stands to overflowing. These are not only great for eating out-of-hand, serving fresh in desserts and salads, but are among the finest peaches grown for home canning and freezing.

Everyplace in the world, except in the U.S.A., you would be eating *William's Bon Chretien* pears. In the U.S.A. you will be eating the same pear, but by a different name—an American household word, no less—*Bartlett*.

Bartlett pears are bell-shaped, with a red blush and clear yellow color, ripe and juicy, finely grained white flesh, for the best eating imaginable—fresh out-of-hand; in desserts, with Jell-Well; in salads, with Lucerne cottage cheese; or for home canning and freezing.

THE "GOURMET" MELONS

The term "melon" generally covers many types of muskmelon, cantaloupe or watermelon, but in July and August its special meaning is for the "gourmet" melons, the "elite" of the melon family—cantaloupes, Crenshaw melons and honeydews—practically all of which will be found in produce displays at Safeway.

Cantaloupes are almost exclusively used in the *fresh* state. Whether served chilled with salt or pepper, sugar, lemon or lime juice, or served in combination with any number of fruits, berries or ice cream. Slices of cantaloupe in the shape of half moons or circles lend a decorative touch to salad.

Among the most difficult to ship are the odd shaped, gourdlike *Crenshaw melons*. They are, when ripe, considered to be the tastiest of all melons; their finely grained, deep orange colored flesh, has a particularly aromatic taste "all its own." However, in order to obtain this taste, it is necessary to harvest at almost full ripe maturity, and the soft condition of the

melon presents problems for long hauls to market. Most Crenshaws are produced in California and are harvested during the summer and early fall months.

Honeydews are round, cool-green fleshed melons, with smooth creamy outer skins—a taste treat if allowed to fully mature before cutting and serving. Harvested during the July-August period principally in the San Joaquin and Sacramento Valleys of California, they are shipped to all markets in the U.S.A. and Canada.

Certain exact sugar requirements are required before purchase of honeydews. Safeway buyers personally test all shipments to insure that each honeydew passes a strict sugar test. Harvested at a stage of hardness, it is necessary to "help" the honeydew reach a higher maturity stage, so that our customers will enjoy not only a sweet tasting melon, but also the rich full taste of the honeydew. This is done by a special process to encourage the ripening "instincts" of the melon to continue its own natural process of development. By the time each honeydew reaches the retail stand it should be ready to eat.

GRAPE IS ANCIENT FRUIT

The grape is an ancient plant, known at least as far back as the Bronze Age; the remains of grape leaves have been found in the limestone quarries of France. Also, Biblically, we learn: "And Noah began to be a husbandman and he planted a vineyard."

The table grapes, so delicious and sweet tasting, are mostly cultivated in the West—90 per cent or more are grown in California. These are from "old world" plants and are not native to America. (The grapes grown in the Eastern part of the U.S. are the only grapes native to the U.S. Table varieties of this group include the Niagara, Catawba, and Delaware.)

The Thompson Seedless is used three ways: for eating *fresh*, for raisins, and for wine. Those for fresh-eating are very difficult to ship because the berries are weakly attached to the stems and tend to "shatter"—fall away from the stems—during their journey to market. They must be handled with extreme care. For the production fresh for table use, the vines are usually *girdled* to make the berries larger and to improve shipping quality.

The Red Malaga grape is an early-ripening red grape popular during July and August. The berries are large and spherical; pink to reddish purple in color; contains seeds, and are very crisp and hard, neutral in flavor, low in acidity, and tender skinned.

These are some of the fresh fruits you will see in large, well tended, produce displays in Safeway stores during the months of July and August. Now is the time to enjoy them!



DAUPHIN, MAN.—Safeway trophy is presented by Store Manager Ad Balcaen, #611, to Mrs. Allan Bailey, representing the Winnipeg Jaycettes. Club (wives of Jr. C. of C. members) was adjudged "outstanding Jaycette Unit of Manitoba."



OMAHA DIV.—Delbert Osborne, l., commander of Maryville Am. Legion, and recently promoted to meat whse. night supt. at Distr. Center, receives from Jaycees' James Dalton an engraved plaque for distinguished service to community.



SALT LAKE CITY—Garden Club Beautification contest saw four Safeways winning 1st place certificates (comm'l div.) for beautiful landscaping; proud managers, l. to r.: R. Child, #82; G. Sims, #85, Holladay; D. Willey, #79; D. Rose, #80.

EMPLOYEES IN COMMUNITY SERVICE



LEFT: Truyn Bischoff, #405, Ottawa, Kansas, has been elected president of local Lions Club. CENTER: Washington, D.C. Div. Mgr. J. A. Anderson, who holds many civic posts, has added another with his election to Board of Directors of the Board of Trade. RIGHT: S. W. "Sandy" Morrison, meat whse. supt. at Garland, Texas, Distribution Center, was recently elected to School Board of Sunnyvale Ind. School District, then appointed vice-president.



DIRECTLY above is Dru Chandler, secty.-clerk for Produce Buying Dept., McAllen, Texas, elected president of Zonta Club of East Hidalgo County. CENTER: W. Dale White, whse. op. mgr., Garland, Texas, Distribution Center, was recently re-elected to second 2-year term on Garland City Council. RIGHT: Manager of Kansas City Div. Constr. & Design Dept., John J. Jones won recent political race for councilman of 4th Ward in Mission, Kansas.



WACO, TEXAS—Henry Yancey, left, food clerk at #223, receives congratulations from YMCA Membership Chairman J. J. Flewellen. Yancey was acclaimed "Rookie of the Year" in contest to gain Y members; he led by 200 points ("hits").

WASHINGTON, D.C.—Goodwill Industries collection booths, such as one shown below, were recently placed on parking lots of many Safeway stores throughout this Div. Virginia Hensley, left, and Myrtle Gwinn, meat dept. employees of #740, Bethesda, Md., help set example for customers by contributing to Goodwill through the handy collection boxes. Goodwill reports response has been good, and that just two bags of materials will provide day's employment for one handicapped worker in Goodwill's workshops.





LOS ANGELES—Receiving insignia for 30 years' Safeway service were, front, l. to r.: J. McCarran, C. Neal, W. Benoit, E. Bilodeau, H. Boice, Bert Bride, J. Carlucci, Joe Jojola, J. Miller, R. Kyle, F. Fincher, R. Young; 2nd row, Edw. Jones, P. Forrester, D. Evans, L. Eidt, J. Calderon, L. Turner, L. Bustamente, J. Toohey, C. Sappenfield, Blanche Hogg, Mae Cowell, L. Hall, W. Kenny. Presenting awards, rear: C. Foster, L. McIntyre, Ken Smith, A. McKenzie, E. Fisher, R. Thursby, A. Slack, H. Dillow, R. Reynolds, F. George.



IDAHO FALLS, IDAHO—Receiving 5-year is Produce Dept. Buyer Tom Terry, with wife, standing, from Area Mgr. Don Kelly. Others, seated, l. to r., Mrs. D. Harris, Mrs. R. Backovich, Clerk Martha Gerard, Branch Mgr. Don Harris.

ADDING YEARS TO CAREERS



LITTLE ROCK, ARK.—Among those attending dinner honoring long-time employees were, front, l. to r., Bob Jetton, Ernie Hinze (both 30 years); Div. Mgr. K. W. Huntington; Chester Rogers, Bob Lee, Jeff Smith (all 25); rear, 25-years plus: W. Clampit, H. Hammond, J. Downey, C. Hammons, O. Guess.



OAKLAND, CALIF.—Ind. Design & Constr. Dept. service awards were recently presented to, l. to r.: H. M. Katsuyama (5 years), H. P. Kestler, K. L. Brown (both 10); G. W. Pope, L. K. Packard (20); W. R. Morrisette (10); Mgr. Robanser who made presentations; L. G. James (10); W. E. Cochran (5).



OAKLAND, CALIF.—Several service awards were presented at above dinner held for employees of Brookside Div. and their spouses. Div. Mgr. A. Rymes, shown at extreme right, with his wife.



SAN DIEGO, CALIF.—Honored at annual award dinner for 30 years of service were, l. to r.: Guy Morrison, grocery warehouse manager, and Alfred Cory, food clerk at Store #1418, Oceanside.



DENVER, COLO.—Veterans of 30 years' Safeway service are the above four, who received awards at recent dinner: l. to r., Melvin Davis, Carl Trout, Vern C. Graham, and Orwin A. Nelson.

NEW YORK, N.Y.—Produce Dept. Area Manager R. J. Burress, left, congratulates William R. Bunnell, fieldman attached to New York branch, as he presents to him five-year award insignia.



LITTLE ROCK, ARK.—Fifth anniversary of our acquisition of bakery here gave below group 5-year insignia: Johnnie Bonds, Henry Mayweathers, King Cole, Melvin Buchanan, Mike Strozyk, Aaron Smith, Amos Craig, Katherine Barnes, Mgr. C. Dum, Finos French, DM E. Nowotny, Ted Wilkiewicz, Harvey Brainer.



CAREERS IN ACTION



Promoted recently to Calgary Zone advertising manager was Donald R. Meek, left. At center is Joe Mrazek, formerly Macdonalds salesman, now Macdonalds produce sup. mgr., Medicine Hat, Alberta. Third, Marvin Mock, formerly asst. mgr., now mgr. Store #232, Medicine Hat.

Directly above, left, is Calgary Zone's new price maker, Ulderick (Dick) Langlois. Next to him, promoted from an asst. manager, is Dave Gordon, now managing new #230 in Calgary. On end, Delmar Becker, new manager #99, Dayton, Wash.



Leading off above quintet is Wm. R. Greene, new manager of Store #371, Edmonds, Wash., promoted from asst. mgr. #104, Tacoma. 2nd, Jerry Shearer, upped from asst. mgr. #316, Puyallup, Wash., to manager #103, Tacoma. 3rd, Alan Douglass, transferred from San Francisco Div. to district manager, North New Jersey, New York Div. 4th, Ernest Papendick, Jr., new manager of Store #507/P, El Monte, Calif., and 5th, Donald Meng, promoted to manager #40T, Los Angeles, Calif.

Four men shown above are all new managers in the Los Angeles Div.: 1st, Everett Puttock, mgr. #398/S, Santa Barbara; 2nd, Leo Hawkins, manager #12/G, No. Hollywood; 3rd, Donald Seanor, #167/G, No. Hollywood; 4th, John McClean, #76/H, Los Angeles.



Four more recent Los Angeles Div. promotions include, left, William T. Hanes, upped to store manager #600/K, Mojave. Next to him is William H. Ross, who is now managing Store #6/G, Hollywood. 3rd from left, Otha T. Loudamy was recently promoted to manage #218/F, Compton. 4th is new manager of #56/T, Los Angeles, Bernard Kidwell who began in Iowa.

Fourth from right, of eight men pictured above: Carl Chinnici, a Los Angeles store manager who has been appointed district manager trainee. Next, James Keith, formerly food clerk, recently promoted to mgr. #436, Weiser, Idaho. Second from end, James Strobridge, new manager #824, Colorado Springs, Colo. On end, Dick DeRose, now managing #228, Lakewood, Colo.



Three Omaha Div. promotions: left, Richard Bishop, formerly truck driver, now dispatcher. Center, Alfred Reeh, formerly meat dept. mgr. #617, Omaha, now meat whse. supt. at Distr. Cen. 3rd, John Hafer, new meat warehouse mgr. at Center.

First four of six pictured, from right, are Omaha Division promotions: John Adkins, formerly truck driver, now delivery supervisor; Alden Mastny, now meat merchandising manager; Delbert Osborne, new night supt. at meat warehouse; Nels Juul, new district meat merchandiser. 2nd from end, Merlin Lundberg, now managing Store #571, Rapid City, South Dakota. On end, Henry Gellert, newly-appointed production control manager of Kansas City bakery plant.

Quartet below: Robert McCulley, formerly mgr. #738, Falls Church, Va., transferred and promoted to dist. mgr. in Tulsa Div. 2nd, Gerald Sparks, who is the new mgr. of #257, Gladstone, Mo. 3rd, Wm. P. Hunter, promoted to mgr. of #507, Wash. D.C. Div., and 4th Ray M. Wolfe, formerly food clerk at #521, promoted to store stocking supervisor in Washington, D.C. Div.

Fifth from right, below: Maurice Kilpatrick is now managing #521, Wash. D.C. Div. Next, Walter Francis, promoted to groc. mdsing mgr., New York. 3rd from end, John O'Malley, new manager of #209, and Donald Boggan, new manager #1201, both New York Div. On end, William Blaney, promoted from mgr. #434, Bronx, to employee relations manager for New York Div.





Adams & Frank Co.

OAKLAND, CALIF.—Coveted "Blue Rooster" Award is presented above to Egg Dept. Mgr. A. V. Scollard, right, by L. N. Thompson, past president and Executive Committee member of the Poultry & Egg National Board. Award signifies outstanding service to the poultry industry and was presented at PENB meeting in Chicago.



Santa Clara Journal

SANTA CLARA, CALIF.—The 49-star flag above once flew over the White House and is now on display at Store #526. It was presented to Manager Jack Coley, right, in recognition of his Americanism activities, by R. A. Heatherington, l., past American Legion Post 419 commander and coincidentally a retired Safeway employee.

PIX OF THE MONTH

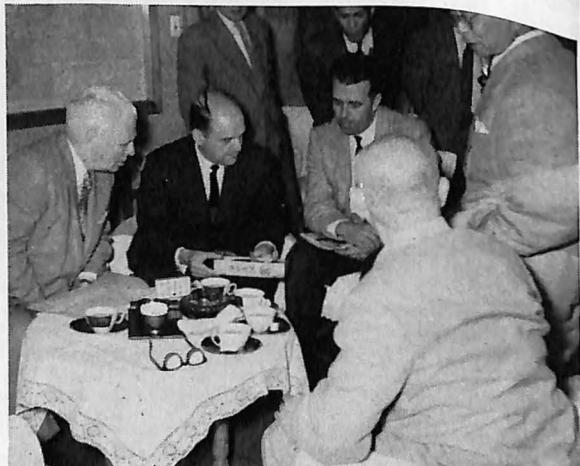


Albert (Kayo) Harris

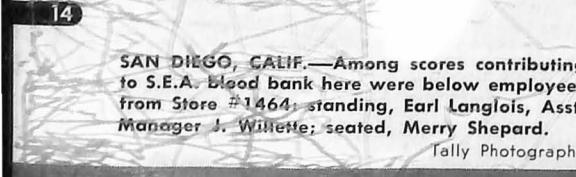
OAKLAND, CALIF.—Safeway and SAFEWAY NEWS were awarded Freedoms Foundation medals recently for "outstanding contributions to Americanism." Receiving award for Safeway is PR Mgr. Seth Shaw and Editor Abel F. Lemes, both left. Others: L. L. Brown, C. W. White of Roundtable Intern'l which hosted award luncheon; Mrs. N. Willson, Mrs. C. Wickert, R. C. Engs, winners in school group.



SACRAMENTO, CALIF.—Quarter of a million dollars went up in smoke when our store at Franklin Blvd. & Suterville Road was destroyed less than an hour after blaze started. Fire was touched off by a refrigeration unit explosion.



TOKUSHIMA, JAPAN—Filmed for TV was above meeting of Prefecture's Governor (back to camera) and Safeway trio on buying trip: l. to r., seated, F. W. Crawford (Macdonalds), John Mandas (Fish Dept.), E. W. Zimmer (Kingston Suppliers).



Tally Photography



PARAMOUNT, CALIF.—Broad smiles indicate warm welcome by neighbors to new Safeway Store #419 which recently opened here. Below, Irene Richardi checks out the first two customers: Mrs. C. G. Artz (left) and Mrs. Jesse Grisham, vice president and president respectively of the Paramount Women's Club.





E. A. Grensted

SALINAS, CALIF.—Many retail stores participated in Chamber of Commerce's "Springtime Fashion Show" which included various types of "spring" merchandise. Safeway's #496 pointed out "Frozen Foods Are the Fashion," with Checker Juanita Clayton, in her prettiest dress, emphasizing quality of Bel-air's frozen products.



Del Ankers

WASHINGTON, D.C.—Two years ago group of employees here decided to pool their "dabbling" money, began the "Away Investment Club." They study stock market, have speakers, buy and sell stocks as members decide. Discussing investments above: J. Perfater, M. Hollerman, O. Wildensteiner, Selma Newman, R. Hodge, Betty Cook.

CATALINA ISLAND, CALIF.—Crew of Store #1 "pirated" first prize with best float in recent Buccaneer Days, launching summer tourist and yachting season here. Mariners, l. to r.: Jerry Milleville, George Gillespie, Wayne Tannas, Joan Richardson, Harvey Wilcox, Manager Willis Briggs.

Gene's Photo & Rock Shop



S. F. News-Call Bulletin

SAN FRANCISCO—Ellen McGinty, 14, above, receives congratulations from News-Call Bulletin Editor R. W. Lee, on being named Bay Area champion speller, as runners-up look on. Daughter of James McGinty, Legal Dept., Oakland, she won trip to Washington, D.C. to participate in national spelling bee.



BELLEVUE, WASH.—Our new Distribution Center here was recently honored in *Western Materials Handling Magazine's* Annual Awards Program, for its efficiency and economy of operation. Above, Center's staff: front, Geo. Burns, P. Anderson, A. Shepard, O. Ervin, K. Grady; rear, H. Deeter, J. Holmberg, H. Russell, W. Young, O. Nipe.



Ray Burns

DENVER, COLO.—Attending Credit Union meeting here were, front: R. White, Ed Richards, H. Bernhardt, Mary Rasco, D. Crouse, W. Craig, A. Corra, J. F. Flaherty; 2nd row, R. Spafford, G. Norman, L. Cole, J. Salz, T. Henritze, J. Stevenson, F. Dempsey; 3rd row, S. Buss, R. Solem, H. Hambley, R. Bearden, D. Shepherd, R. Wieneke.

OAKLAND, CALIF.—Perfect no-accident records were achieved by two teams at Produce Warehouse (136 days at time photo was taken), some of whose members are shown below. To date, says Mgr. W. C. Barnes, 1960 has shown considerable improvement over accident records of 2 previous years.



SPECIAL REPORTS

Management Changes

Carl C. Foster has been appointed retail division manager of the El Paso Division to succeed David Kimmel, who has retired after 38 years of service with Safeway and predecessor companies. Kimmel began as a food clerk in San Francisco in 1922 and was employed entirely in California until his appointment as El Paso division manager in 1951.

Promoted from retail operations manager at Los Angeles, Carl Foster began with Safeway in 1932 as a stock boy in Dallas, Texas. In the Dallas Division he served as store manager, training instructor, employee relations manager, district manager and retail operations manager, until his transfer to Los Angeles last year. In 1955 he participated in a special business management course at Stanford University under the company's Executive Development program.

Los Angeles Appointment. Named retail operations manager here to succeed Carl Foster is Earl Smith, district manager at San Jose, Calif., for the past seven years. He first joined Safeway as a meat cutter in the Los Angeles Division in 1939, has been a store manager, training consultant, meat department manager. In turn, his successor as district manager is Howard L. Barton, formerly of the Seattle Division, who has been on assignment as a district manager Omaha Division for the past year

Supply Co. Changes. On June 1, Dave Edmiston retired as company manager of Cornwall Canning Co., Vancouver, B.C., and has been succeeded by Wm. H. Westhora. However, Edmiston will continue on in an advisory capacity until the end of the year. Cornwall manager since 1954, his retirement this year will mark completion of 46 years with Safew Westhora Macdonalds Consolidated. Westhora formerly plant manager at Taber, a job he had held since 1948. Taking over as new plant manager is Joseph Chrumka, whose former Taber jobs include those of fieldman, plant foreman and production superintendent.

Executive Development Program

Second group of district manager candidates, from many parts of the country, recently met at Oakland Administrative Office for a period of six weeks' intensive training, concluding July 2. Subjects covered every possible phase of Safeway,

from merchandising to accounting, employee relations to research and many other topics clarifying the detailed background of the company. Comprehensive talks were given by Administrative, staff, supply and service department executives, plant visits were made, stores inspected, long range plans discussed.

Candidates selected for this second group represented eleven Retail Divisions: Carl Chinnici, Los Angeles; Joseph Danner, Phoenix; Vern Fahey, Saskatoon; Joe Folsom, Denver; Carey Ford, Dallas; Leonard Gentry, El Paso; Walter Steitz, Sacramento; James Smith, Kansas City; John Reynolds, New York; Otha "Leroy" McNally, Oklahoma City; Luther "Jeff" Jeffries, San Diego. Program is under guidance of B. P. Bjorseth, manager of Central Employee Relations Department, aided by Dick Towle and other CERD staff members.

Promotions Announced. Several candidates who participated in the first training course (Feb. 29-April 9) have already received appointments as district managers in the following Divisions: F. H. Gifford of Golden, Colo., to Spokane; R. N. McCulley, Falls Church, Va., to Tulsa; Bruce Walton, Los Angeles, to Sacramento; John Ball, San Francisco, to Oakland District; L. L. Lanham, Mesquite, Texas, transferred to San Francisco on special assignment, retail operations manager's office.

ANNUAL MEETING REPORT

Safeway this year inaugurated a new plan to keep stockholders abreast of developments. Enclosed with second quarter's dividend check was a leaflet briefing the minutes of the 34th annual stockholders' meeting held May 17 in Baltimore, Md.

The report reviewed 1959 record with that of 1958 and went on to outline the accomplishments and prospects for 1960. Stated Vice President and Controller A. R. Griffith, who chairmanned the meeting in the absence of President & Chairman of the Board Robert A. Magowan, "For the first 12 weeks of 1960, Safeway's sales were \$547,712,710 as compared to \$513,351,850 for the same period in 1959, an increase of 6.7%. Unusually cold weather and severe storms in some areas affected sales adversely during this period. Furthermore, the percent increase in dollar sales does not tell the whole story. While dollar sales increased 6.7%, tonnage shipments

to stores increased 8.2%. The explanation is that food prices, particularly of meats, averaged about 1.4% (BLS) lower during the first quarter of this year than during the same period last year. For the first 16 weeks of 1960, sales were \$735,120,059 as against \$691,736,033 for the same period of 1959, an increase of 6.3%... .

"For the first 12 weeks of 1960, Safeway's net profit, after income taxes, was \$6,460,904 as compared to \$7,034,799 for the same period in 1959, a decrease of \$573,895, or 8.2%... .

"We are disappointed in the net profit results for the first 12-week period this year," said Mr. Griffith. "While sales increased [over 1959] \$34.4 million and gross profit increased \$10.1 million, operating and administrative expense increased faster, by \$11.0 million, with the result that net profit after taxes decreased \$0.5 million. Industry generally and other chains in our industry apparently suffered similarly, as shown by published 1st quarter releases.

"Safeway's net profits are being squeezed between the lid on prices, by reason of intense competition for volume, and rising expenses. This is the price-cost squeeze that has been felt since the fall of 1959. Preliminary operating results of recent periods give reason for hope that the situation is correcting itself. Although it is our policy not to release forecasts of net profit or earnings for periods in the future . . . we anticipate that for the year 1960 (a 52-week fiscal year), net profit will compare favorably with net profit reported for 1959 (a 53-week fiscal year)"

Company Opens Four New "Bantam" Stores

Four former Safeway stores in the Los Angeles Division have been reopened under the name "Lucerne Food Stores," utilizing vacated buildings no longer large enough to meet the demands of modern supermarket. First three of the "bantam" stores were opened June 22, the fourth a month later. Though all are of 1940 vintage, they differ in actual size. Idea behind them is to provide customers with convenient shopping facilities for limited number of grocery items; however, all have wide range of dairy products and perishables.

Simply an experiment at this stage, the stores are in "X District," managed by Byron Dodds, and are part of the L. A. Division. SAFEWAY NEWS will cover more detailed report after the project gets through a trial period.

HELPFUL HINTS for HOMEMAKERS



A gift suggestion for your weekend hostess might be the place mat and apron set pictured above, bright with butterflies around the border. The butterfly edging is crocheted easily and appliqued on linen. Dainty and "different," this social butterfly set is sure to please. For free instruction leaflet, send a card or note to SAFEWAY NEWS, P. O. Box 660, Oakland 4, Calif.

Creamy Ideas

It's too bad sour cream doesn't have a name which more truly indicates how delicious it is. Many housewives, misled by the "sour," frequently overlook its wonderful possibilities, as an accent to vegetables, stirred into sauces and gravies, and so on. Dieters may be interested, and surprised, to learn that salad dressings made with sour cream can save a lot of calories. One tablespoon of sour cream runs about 30 calories, while a tablespoon of mayonnaise is 90 to 100, and a tablespoon of salad oil about 125 calories.

Ever try whipped sour cream as a topping? Whip chilled sour cream the same way as sweet cream. Be certain to chill both the bowl and beater before starting to whip. Sour cream does not become stiff, but fluffy and almost double in volume. Pile on top of gingerbread, spice cake or pudding; if you like, garnish with shaved curls of chocolate, chopped pecans or almonds, or crushed peppermint stick candy.

Swiss Lettuce Rolls

To vary the use of lettuce in the diet, try Swiss lettuce rolls. On washed and dried lettuce leaves, spread a combination of cottage cheese, chopped nuts, grated carrots, and mayonnaise. Roll as tightly as possible, secure with toothpicks, and chill for one hour. Cut into slanted slices with a sharp knife. Swiss lettuce rolls can be served as a garnish for meat, as part of a vegetable plate, or as a special salad.

Long-life for Cut Flowers

A well-known garden expert offers the following suggestions to make cut flowers last longer. One important rule—and the one most overlooked: carry a bucket of water to the garden when cutting flowers, particularly roses, so that the flowers can be plunged into water immediately after cutting. Much of the vitality of a flower is lost the first few minutes after cutting, especially during very hot weather. Leave flowers in deep water, in a cool, dark, draftless place, for an hour or two after cutting, if possible, to replace the sap lost. Cut flowers on the slant with a sharp knife, so that a maximum of drinking cells will be exposed. Cut rose stems so that two sets of five-leaflet leaves remain on the stalk if you expect another drop of bloom, and cut early in the morning. Cut peonies and iris before they have completely opened, and you'll find they keep their color and freshness longer. Before arranging in water, burn a half-inch of stem end on maidenhair fern and hydrangea. Remove foliage from stem sections under water to prevent bacterial decay that causes quick flower wilt. Dip stems of poppies mignonette, daisies and dahlias in boiling water for several minutes to prevent bleeding after cutting (this also works for poinsettia, incidentally, if you happen to live in a mild climate where this "Christmas flower" grows outdoors). Crush, or split with a sharp knife for an inch or two, hard-stemmed flowers such as chrysanthemums, bush roses and stocks to help water absorption.

Frozen Dessert

Everyone likes the cool tang of citrus in hot weather especially, and the California Lemon Products Industry has whipped up many summer recipes using lemons. One of the most tantalizing is "Lemonade Strawberry Mousse," a frothy, tasty dessert which can be made weeks or months in advance, frozen in containers, as a treat ready when unexpected guests arrive. It's very simple to make: just combine 2 cups sliced and sweetened strawberries with one 6-oz. can frozen concentrate for lemonade, fold in 2 cups whipping cream, whipped. Pour into freezer tray, covered mold, or freezer container, and freeze.

Outdoor Cookery

For cooking wieners over the open fire, take along a popcorn roaster.

Ever try a barbecued "Sunday" breakfast? Ham slices, tiny sausages, fried eggs, griddle cakes taste better somehow, cooked outdoors. Fry eggs and griddle cakes well back on barbecue rack where heat is not quite as great.

Potatoes are good with tiny sausages tucked inside. Scrub medium baking potatoes. Remove centers, using a coring knife. Stuff a small sausage in the cavity and plug ends of opening with core. Grease outside of potatoes well with fat or bacon drippings. Bake on a wire rack toward back of barbecue, covering with a roaster lid to prevent over-charring. Remove plugs just before end of baking time and allow sausages to brown a little. Yummy!

Country-fry potatoes in the open. Take a heavy skillet, bacon or drippings, onion and potatoes. Slice potatoes thin. Fry with onions in a small amount of fat.

Ice Cream Punch

Big favorite with young and old are ice cream-topped punches as summertime snacks. Below is pictured a Maple-Apple Ice Cream Punch that's easy to make; you'll need (for sixteen 5-oz. servings, or ten 8-oz. servings):

- 1 pint light cream
- 1 quart apple juice
- 1/2 cup light corn syrup
- 1 teaspoon maple flavoring
- dash of salt
- 1 quart of butter pecan ice cream

Combine light cream, apple juice, corn syrup, maple flavoring and salt. Beat until thoroughly blended. Pour into punch cups or glasses. Top each with scoop of ice cream. Butter pecan ice cream is especially good to use, giving a very unusual and delectable flavor. Serve the glasses party-style on small glass plates, accompanied perhaps by dainty miniature doughnuts, plain, or dressed up with nuts and frosting. (Note: Mixture will separate slightly when held in the refrigerator. Shake well to blend again before serving.)

American Dairy Association



Maple-Apple Ice Cream Punch

SAFEWAY NEWS

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The GRAYS are LICKING the Blues

YOU LOOK at this photo, below, and you see a wonderful family group. Proud father is Elmer Gray, assistant manager of our store #585 in Colma, California (San Francisco Division). Pretty mother is Pat. The six youngsters (left to right) are Jack,

12; Michael, 9; Judy, 13; Linda, 4; Cindy, 5; and Donna, 2. Every face is beaming, except that of little Donna who seems fascinated by the cameraman.

Yet in this family group lurks a mysterious, insidious spectre. It is called *Nephrosis*.

The Grays had never heard of it before December 5, 1955. They awoke that day to find their small son Michael (2nd from left) desperately ill. His face was swollen beyond recognition, his body grotesquely bloated. And then came the frightening news: Little Michael was a victim of *Nephrosis*, a dangerous kidney disease whose cause and cure are unknown! Many had been the victims of this kidney disease . . . but fortunately for Michael and the Grays, modern developments in antibiotics and cortisone have helped check fatalities in some cases, especially in thwarting secondary infections. Yet kidney disease remains fourth ranking disease killer in the U.S.

Michael underwent prolonged treatment at the Palo Alto Hospital and in the Stanford Convalescent Home. But there have been recurrences; at any moment there may be flareups. Since last April, he's been free of symptoms, what is known as a "period of remission"—but he must take medication every day, see the doctor at least once a month, stay clear of persons with colds or other disease germs. This is his life of "uncertainty" until, and in hope that, medical researchers may discover a cure.

The Grays, both Elmer and Pat, are active members of the Northern California Chapter of the *National Kidney Disease Foundation*. They ring doorbells, they deliver collection cans, they help in group showings of *Nephrosis* films. They know that only through ample funds can research be carried on, and the Drug and Blood Bank for victims be maintained. If you'd like to help, contact your local chapter (in Oakland, California, it's at 5105 Dover Street).

There are no "blues" visible in the Gray's household. But we'd like to see some "green" in the Foundation's treasury. Will you help?

