

 SAFEWAY **news**

*SNAKE*



**HAPPY NEW YEAR!**

(London's Town Crier Visits Safeway — See Page 6)

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Abel F. Lemes, Manager and Editor  
Helen P. Lindrooth, Assistant Editor  
Estelle Paulson, Circulation

News contributions from employees are welcomed. Send to your nearest reporter, listed below, or direct to SAFEWAY NEWS, P. O. Box 660, Oakland 4, California.

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**JANUARY, 1963**

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**LETTERS**

**SAFEWAY MEATS**

Sir: Please accept my thanks for the December issue, especially because it clarified for me the past occasional perplexity of when lamb becomes mutton . . .

Grocery Warehouse FRANK LE RICHE  
S. Barnaby  
B.C., Canada

Sir: I just read the article on lamb in the December issue of SAFEWAY NEWS and I must say *excellent, excellent!* Although I am a grocery clerk employed at the Marysville, Washington, store I am very interested in farming in general and sheep in particular. My wife and I have (along with our two young daughters) a small flock of registered Cheviot sheep, which my wife shows at the County Fair in Monroe . . .

I would be very pleased if you could send me, for the 4H Club, three or four copies of the aforementioned article on lamb. It is well written and I believe more understandable to these youngsters than most information they receive through the colleges . . .

Snohomish, Wash. BILL STEINHAUS

Sir: May we congratulate you on the article, "A Flock of Facts About Lamb," published in the December issue of SAFEWAY NEWS. The spread was not only informative and factual, but very eye appealing. Your efforts in publicizing this fine product are appreciated by the industry . . .

Assistant Secretary  
National Wool Growers Assoc.  
Salt Lake City, Utah

• The response to our Lamb article and the "Safeway Meats" series in general, has been most gratifying. There are three chapters remaining in the series: Fish and Seafoods, Poultry, and Home Freezing of Meats. The next will appear in our February issue.—Ed.

**AMERICANISM EDITORIALS**

Sir: Recently, while I was waiting in a Safeway buying office, I had an opportunity to read the SAFEWAY NEWS for October 1962. I simply wanted to drop you a note and congratulate you on your very excellent article on page 1 and the fine article by J. Edgar Hoover on communism, page 5.

When one of the major chains of the nation sees fit to sell our way of life in an affirmative way, I think congratulations are definitely due . . .

HAMILTON STONE  
President  
Hamilton Stone Associates, Inc.  
Los Angeles 22, Calif.

Sir: Again I want to tell you how much I appreciate your editorials on our "American Way of Life." It is so refreshing and stimulating to read such articles defending our Constitution, instead of the constant effective activities of those who are trying to destroy it . . . It is encouraging to see the continuous growth of conservatism among the grass roots, but the growth must pick up momentum as the time is short and we must be vigilant. It was Thomas Jefferson who said, "Eternal Vigilance is the Price of Liberty." . . .

MRS. MARGARET STELL  
San Francisco, Calif.

Sir: My husband and I are so very glad to see the articles on communism and Americanism published in the SAFEWAY NEWS . . . Congratulations on the excellent article by J. Edgar Hoover in the October issue, also the article "About Privileges and Obligations." They were both excellent . . .

I am glad that Safeway is concerned about our country and the preservation of our freedoms and American heritages. I am proud to have my husband a Safeway employee and to have him associated with a Company of high business standards like Safeway has . . .

MRS. MERVIC KARR  
Dillon, Montana

Sir: The acknowledgement and appreciation of public service by Safeway employees in a recent issue of SAFEWAY NEWS (Oct. '62) is very commendable and long overdue. Not especially by you, but by the vast majority of American citizens. Too often attention is focused on the few sensational cases of betrayal of public trust, rather than on the many unselfish public servants who accept their responsibilities in exchange for their privileges. Too many self-appointed 'experts' scorn taking an active part in 'dirty' politics (politics is defined as the science of government) and prefer carping and criticism to constructive action to try and remedy the situations which they deplore so loudly . . .

MRS. DOROTHY H. COWHAM  
Vice Chairwoman,  
Idaho Republican State  
Central Committee,  
Boise, Idaho.

"MENTALLY RETARDED"  
Sir: Thank you so much for sending the copy of the November SAFEWAY NEWS with its excellent backcover article on mental retardation. The vivid personal approach you have given this piece should help place some of the facts concerning the retarded indelibly in the minds of readers. We are most grateful for this support in our campaign to extend public understanding and aid for the retarded . . . Would it be possible for you to send us three more copies of the issue? . . .

MRS. MILDRED P. SMALL  
Consultant, Public Information  
Nat. Assoc. for Retarded Children, Inc.  
386 Park Avenue So.,  
New York 16, N.Y.

**THANK YOU**  
Sir: I do like your holiday editorials especially. They are so sincere and so much of the truth of the gospel in them . . .

MRS. J. MESSAROS  
100 Mile House,  
B.C., Canada

Sir: This is a request for one or more copies of SAFEWAY NEWS, which I would use in connection with my magazine classes at the School of Journalism . . .

I understand that your magazine is one of the finest in the food industry, and I am looking forward to showing it to my students.

DALE KRAMER  
Instructor of Journalism,  
State Univ. of Iowa  
Iowa City, Iowa

• Many thanks to all of you for taking time to drop us a note. We may not have the "finest" magazine, but we have the best group of readers!—Ed.

# *MORE THAN 60,000 REASONS FOR EXPECTING 1963 TO BE ANOTHER RECORD BREAKING YEAR*

*By Robert A. Magowan  
President and Chairman of the Board*



**Y**OU, OUR SAFEWAY PEOPLE, are the reasons. More than 60,000 of you and your know-how, enthusiasm and determination in meeting challenges, and in finding the answers to whatever problems you may face.

A year ago in the January issue of SAFEWAY NEWS, I predicted that it would be another record year and that is exactly what it proved to be. Preliminary figures indicate profits were higher than ever before and although total sales for the Company were slightly lower because of the sale of our New York Division in October of 1961, total sales in the areas where we operated the full twelve months of both years did set a new record.

## **COST-SAVING IDEAS SAVED MILLIONS**

During the year, I asked for a little extra effort on reducing expenses by finding better ways to do our job. The ideas and suggestions that came back add up to several million dollars in savings. This is just one example. I have seen too many like it to be surprised any more but the response to any kind of a challenge still is a little amazing and most gratifying.

1963 will bring many new challenges. One is in our new operation in England where we are fortunate in being able to start with the fine people who have operated the Gardner and Prideaux Stores. Now, by combining our talents and experience with theirs, we will meet the challenge of establishing Safeway as the outstanding food merchant in England. Another will be our new store in Hawaii which will open early in the year.

## **FIRST OF NEW NON-FOOD STORES UNDERWAY**

These new areas are only part of the new challenges and new opportunities ahead for Safeway people to grow as the Company grows. New and larger stores, matching improvements in supply and distribution facilities, and our new non-food stores—the first one is being built now in Alaska—will create an increasing need for people who are ready to take on increased responsibilities. *Opportunities are greater now than ever before.*

Knowing Safeway people as I do, there is no question in my mind about what the results will be. You have given me good reasons to believe that 1963 and the years to follow will continue to record new highs in Safeway progress and achievements.



DESPITE "uncommon California fog," bright smiles result as Store Manager Roy Lubratich proudly reviews citation awarded to Safeway by city of San Leandro, which now is on display in the store. With him (from left) are Lee Ludwig, design mgr. of S. F. Div.; Arthur A. Iwata, Berkeley architect who designed the store; and E. A. Falaschi, owner-developer of the store's property. Mr. Iwata, member of American Inst. of Architects, has degrees from U. of Calif., and Washington U., St. Louis.

## SELF-SERVICE HITS NEW HIGH IN SAN LEANDRO, CALIFORNIA

THE OPENING of a modern supermarket in a modern U. S. city hardly is front-page news in this day and age. But, when the city is San Leandro, Calif., and the supermarket spotlights the city's determined drive to "revitalize" its downtown area

without seeking federal funds—the story deserves banner headlines. Fact is, the "San Leandro story" has won nationwide attention.

The grand opening of Safeway's new store on November 15th marked the be-

ginning of "Phase II" of the city's vast program to redevelop, rejuvenate, and revitalize its downtown business area. This is the story:

San Leandro, bordering Oakland at the southeast side of San Francisco Bay, has



MRS. ANNIS M. ROCK, of the Citizens' Committee, addresses crowd attending opening ceremonies of the new store, marking Phase II of Revitalization.

BIG SHEARS, symbolic of Big Project, are used to cut ribbon, opening our new San Leandro store. From left: H. A. Bruno, chairman of Citizens' Committee; Gerald Jacobs, V. P. of city's C. of C.; Mrs. Annis M. Rock, head of Special Events Committee of citizens' group for Downtown Revitalization; Roy Lubratich, Store Mgr.; Mayor Jack Maltester; Gene Falaschi, owner-developer; Safeway's Vice President and Division Mgr. Quentin Reynolds; District Manager W. A. Gilmore.



LOOKING DOWN entrance aisle of new store reveals the graceful arch of ceiling. New store is rated one of largest in East Bay.



STOP, SHOP SAFEWAY is the slogan depicted in above photo, taken as one of our large tractor-trailers completes store delivery. Eventually this location of our new store is to be a modern shopping center, with patios, a mall, plenty of free parking.

long enjoyed a reputation for salubrious climate, splendid residential development, school and recreational facilities, and ideal industrial sites. Its origin is steeped in early California's colorful Spanish influence, though the majority of the city's pioneers were of Portuguese descent. Once known primarily as "The Cherry City," for its vast acres of orchards now mostly gone for home expansion, the population was about 7,000 at the end of World War I.

Today, San Leandro is a thriving city of some 70,000 population, with over 410 industries of national and international repute, representing an investment of \$230,000,000, a payroll of \$120,000,000, and an increase of some 20,000 jobs in the past 15 years. Truth is, during these years San Leandro, on a per capita basis, has had the most diversified industrial growth of any city in California.

#### THE ONE "SORE SPOT"

Last year, retail sales hit \$119,000,000. In addition to three Safeway stores, the city has scores of other food retail establishments, both chains and independents, large units of nationally known department store firms, hundreds of large and small, aggressive independent merchants offering the gamut of necessities and luxuries found in every metropolitan area. But—there was a "sore spot": the central business district was sliding "downhill." In recent years, downtown business felt the sting of "suburban competition," sales declined, buildings began showing the shoddiness of neglect. The question: *hold a wake for the dying region, or wake up and do something?* The answer has come in the last couple of years.

#### BOLD "DO-IT-YOURSELF" PLAN

At first, as with many redevelopment projects, there was thought of seeking federal funds to aid in the project outlined by a civic group, "The Citizens' Development Committee." However, imbued with the "old-fashioned" independent spirit of do-it-yourself, the citizens spurned government handouts and determined to finance the project by city and private investment money, and through a unique provision of California law known as *tax increment financing*. The latter enables a city to "freeze" assessed values of real estates involved in the project, utilize the increase in assessed values (expected from the new construction and modernization) for repayment of the city's costs until the debt is paid off.

First project was modernization of the City Plaza, a small triangular park dating back to the city's earliest days, and the surrounding business establishments. This project, started two years ago, is well off the ground. The second step, contiguous to the downtown area, involved a five-block section which had deteriorated to a sub-value level. The Citizens Committee visualized this entire plot of land transformed into a beautiful shopping section of ultra-modern buildings, tri-color awnings, a mall and public patios, plenty of parking space *with no parking meters!* To get this imaginative project underway, the civic group hoped to kick it off with a first tenant of high repute—and they were jubilant over the decision of Safeway to become a part of the redevelopment program. Testimony to the city's reaction is seen in the citation awarded the Company by the Citizens' Committee and the City Council (*see cut*).

#### "WITH OUR OWN HARD WORK"

As an example of *community self-service*, San Leandro ranks among the top. Mayor Jack Maltester sums it up admirably: "We must build for tomorrow. We are pulling San Leandro's downtown out of the blight without federal aid. We are doing it and will continue to do it with our own hard work."

That San Leandro can and will do it, is further attested to by this fact: For 15 consecutive years, the city has *reduced* the property tax rate, even though assessed valuations have gone up 37% since 1952. The rate was \$1.98 in 1947-8, is now \$1.17.

A city that can do that—*lower* tax rates the past 15 years—can do *anything*. That's the San Leandro story.

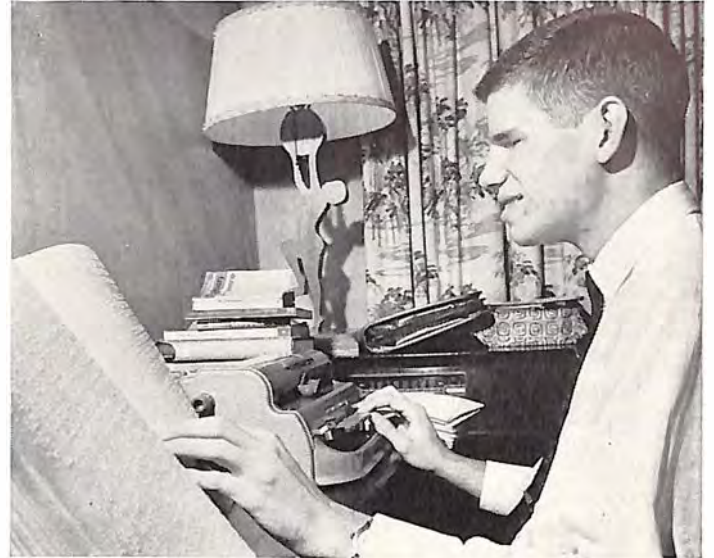


VICE PRESIDENT Quentin Reynolds, right, gratefully receives citation from San Leandro Mayor Jack Maltester, expressing commendation from City Council and Citizens' Redevelopment Committee for Safeway's faith in project.

# Buying Happiness With "Trading Stamps"



Arkansas Gazette



Dallas Morning News

SAY WHAT YOU WILL about "Trading Stamps," but we'll say they helped bring immeasurable joy into the lives of two persons pictured above, and countless others who collected and contributed the stamps. At left, Airman David L. Brooks, stationed at Jacksonville, Arkansas, greets his tearfully-happy wife, Misako Ikemi Brooks, upon her arrival from Japan—her trip made possible through the accumulation of 290,000 Gold Bond Stamps (193 books) for payment of fare. They'd been separated about six months, shortly after their overseas marriage. Many Safeway cus-

tomers helped the cause, reports our Little Rock Division. IN RIGHT PHOTO, Jerry Melton, son of Food Clerk Bertha Annie Melton, store #17, Dallas, Texas, gratefully fingers a page of his Braille dictionary, presented by members of Greenville Avenue Christian Church, purchased with 45 books of Gold Bond Stamps. Melton, 19, blind since birth, is a freshman pre-law student at Southern Methodist Univ. Ordinarily a one-volume book, in the raised Braille letters the dictionary requires 39 volumes.

## IN THE SPORTS WHIRL



**PAR-BUSTER** Dennis Grace, left, joined the golfing elite of Edmonton, Alta., recently when he scored a hole-in-one on a par-3, 140-yard hole of the Highland Golf Club (using a 7 iron). He's an accountant at Edmon:on Zone office.



**FIRST** kegler to bowl a 700 three-game series since bowling was introduced to El Dorado, Kansas in 1958 is Bill Dickey, right, Meat Cutter at Store #124. He has been bowling for only four years.



**WINNERS** in recent Edmonton SEA golf tournament were, from left, Harvey Dietrich, Meat Dept. Mgr. #169, Camrose, 1st prize; Curley Curell, Alberta Div. Mdse. Mgr., 2nd; Henry Harder, Maint. Dept., 3rd. On end, with "booby" prize, is Produce Manager Stan Sobolt, #169.

**PROUDLY** displaying a catch of white sea bass, ranging in size from 10 to 49 pounds is Harvey Wilcox, center, Food Clerk at Store 1/L, Catalina Island, off the coast of Southern California. With the two friends pictured with him, he made catch in Catalina waters using medium tackle.



# What is "GOOD CUSTOMER RELATIONS?"

EDITOR'S NOTE: At random, we asked a number of our people in retail operations to give us, in 50 words or less, their concept of "Good Customer Relations." It is surprising—or is it?—how similar their thoughts are. Courtesy and Friendliness get strong emphasis. We invite additional views from all of you, but especially Food Clerks. Got anything to add?



Mildred Skubitz

MRS. MILDRED SKUBITZ, Food Clerk at store # 242, Butte, Montana, where she has worked for six years:

"First of all, we should fully recognize that our future as employees of Safeway is dependent on full satisfaction being given every customer. Knowing that, we should do our utmost to assure that each customer with whom we come in contact is satisfied with the service received. Courtesy, honesty, efficiency, accuracy, neatness, dependability, knowledge of a customer's likes and dislikes, are but a few of the means at our disposal to attain that goal."

RICHARD L. WHITNEY, Produce Dept. Mgr., store #524, Wash., D.C.

"An employee's first concern should be completely *satisfied* customers. He can do much towards creating a pleasant atmosphere with a friendly word and ready smile. He should be neat in appearance, honest, considerate, and courteous at all times."

BOB DUKE, Meat Dept. Mgr., #77/I, Inglewood, Calif.:

"What constitutes good customer relations? *Helpful service!* Of course, complete variety and top quality are essential, but the key to good customer relations is our eagerness to be of service. In our meat department we help our customers in the selection of cuts and meal planning. If this same friendly service is offered in all departments, we've got it made!"

LARRY HANSMAN, Store Manager, #52, Vancouver, B.C.:

"Efficient and friendly service is the foundation of good customer relations. Every customer deserves the most courteous and attentive treatment we can give. A staff with these qualities, combined with a store displaying well-stocked and attractive

shelves, freshness and cleanliness in all departments, is ensuring loyal customer patronage."

HENRY COMINIELLO, District Manager, West Denver District, Colorado:

"Start with friendliness, courtesy and service, add a clean store with attractive displays throughout to shop in, also well-stocked shelves and cases, a good variety of consistently top-grade meats, produce and other perishables to choose from, and you'll have satisfied shoppers. Aren't good customer relations and satisfied shoppers synonymous?"



Richard L. Whitney

Bob Duke



Henry Cominiello



Larry Hansman



SAFELWAY'S Ron James (center), mgr. of the Importing Dept., greets (from left) David P. Legg, sales officer of BOAC in San Francisco; and bus drivers Jack Woolridge, Tony Parson, Leonard Sims. The drivers underwent extensive training in London prior to being assigned to drive here in the States.

## London Bus "CONQUERS" San Francisco

NEED WE RESORT to maudlin sentimentality or worn-out cliches to point up how close are the ties between Great Britain and the United States, between Britons and Americans? We asked ourselves that question, then decided to let the photos on these pages supply the answer.

The pictures were taken during "London Week" in San Francisco last November. The fete attracted such notables as Prince Philip and the Pearly King and Queen of London. But the excitement they stirred up did not overshadow the thrilling episodes provided by a London double-decker bus, a typical English taxicab, and a London Town Crier. The excitement these appearances created locally could only be attributed to "a love for things English"—for, surely, San Franciscans are not so provincial that they go agog over sight of a bus, or a

fellow rigged out in a costume and ringing a bell.

When the double-decker bus, the taxi, and the Town Crier visited our store on the Marina, who got the biggest thrill meeting the Town Crier, riding on the bus and in the taxi? And editors are presumed to be jaded sophisticates!

As the photos tell the story in general, we should enlarge upon a couple of particulars worthy of special mention. One, the question that was frequently asked: *Can a London double-decker bus climb San Francisco's steep hills?* The answer is, you bet! We went up Steiner Street in a breeze, the only concern being the trolley and telephone wires stretched overhead (but we slipped beneath with inches to spare).

Another question, rather *other* questions raised by youngsters of the exclusive Town

School for Boys in the Pacific Heights District. The bus made a special stop there to enable the Town Crier to exchange greetings from the boys and girls of London. Following the visit, the youngsters in the school were given the assignment of penning notes about the experience. One question (see reproductions opposite): "*Why are your buses double-deckers?*" Answer: Traffic congestion in London, involving some 10 million people, is a big problem. Many streets are narrow. Double-deckers provide greater seating capacity (from 64 to 72 passengers) within compact space. Another question: "*How did you drive the bus all the way to the United States from London?*" Now, that's a good question. In this modern jet age, almost anything is possible. Frankly, we don't have the answer to that one. We didn't notice any pontoons on the bus. But if it could climb San Francisco's hilly terrain, it should be able to conquer a mere expanse of water such as the Atlantic Ocean!

However, there is no question that the London double-decker bus and all other representatives of England conquered and captured the hearts of this entire Bay area. The bonds have long been strong between our nations, and small but important events such as "London Week" serve to reveal the sentiment that exists between us.

Say, how DID they get that bus over here from London?...

6

LONDON TAXICAB (an Austin) reaped attention for its compact design yet roominess. It is here parked on lot of our store in the Marina District of S.F. In distance, hills of Marin Co.



SAFELWAY NEWS editor hams it up with Town Crier's bat and ponderous bell. Alfie Howard, the Town Crier, treated customers to typical spiels. In center is Bernard Task, owner of taxi.





BOARDING bus, with Town Crier, are (from left) John Philpott, S.F. Division PR Dept.; Malcolm Grover, mgr. Company's PR Dept.; Ron James, and Mrs. A. F. Lemes.



PRETTY Karel Peers, whose professional name is Jane Ross, home economist at our S.F. Marina store, meets Alfie Howard, who lives on Bonham Road, London. He specializes in role of Town Crier at many functions. Leaving San Francisco, he was en route to Australia for additional performances. He's great showman, as clearly evidenced in cover photo of this issue.



LONDON GROUP enjoyed tour through store, were much intrigued by the variety of imports in Gourmet display.



MEAT MGR. Joe Mullins shows Alfie Howard a fresh frozen Manor House turkey, a big holiday sales item.



NEWSMEN covered entire visit of the London group, as seen here trailing the Town Crier down expansive aisle.

YOUNGSTERS of Town School for Boys in S.F. got big thrill from visit of double-decker bus and Town Crier. Note little fellows with fingers to ears as Crier clanged the huge bell. All wrote essays following the visit, describing their enjoyment (see examples below), and raising many questions.

Nov. 11, 1962

Dear Town Crier,

This was my first time to see one of the London Buses. Why are you bringing some of your London Buses to U.S.A? I liked going to the top of the bus and looking at the town and the bay from the window. Why are your buses double decker?

Jama Valtti

Nov. 11, 1962

Dear Bus Driver,

Thank you for letting us go on the London Bus. I wish we had buses like the London Bus in San Francisco. Why do you have two floors on the London Bus? How did you drive the bus all the way to the United States from London?

Love,  
Andy Sweet



# Documentary

## EMPLOYEE WHO DELAYED--ALMOST TOO LATE--OBTAINING SAFEWAY'S GROUP INSURANCE PLAN

This married employee, with children, decided not to take out the plan because all past medical bills on his entire family had been less than his contribution for the plan would have been.

Later, he learned of the large amounts of hospital and medical expenses incurred by many Safeway employees and their dependents, and the large amounts of benefits paid by the plan for such expenses. He then stated he couldn't risk not having the plan.

Nine months after he obtained the plan, his wife was hospitalized twice for an illness. Five months after that, she was again hospitalized for two different illnesses.

1. Her total medical bills	\$5,284
2. Benefits paid by Safeway's plan:	
Basic	\$4,020
Major Medical	931
Total Benefits	\$4,951

3. The benefits were 94% of the medical bills. The benefits paid equal ALL of the Safeway insurance plan premiums the employee would pay on his entire family for 23 years.

Illustrated on the  
our Group Insurance  
fellow employees w  
the receiving end of  
Safeway's Group Ins  
shown would have b  
expense. (The case o  
how insurance covera  
ees can dovetail to th  
Medical insurances we  
band's—only one \$100  
stead of the usual \$100  
#4 of the chart. Item #  
paid of the total sum th  
In Canada, Doctors' Plan  
Plan's Basic insurance,  
through provincial comp  
also qualify for Safeway's

## EMPLOYEE

1. Total Medical Bills
2. Benefits Paid By Safeway  
    Basic  
    Major Medical
3. Total Medical Benefits Paid
4. Weekly Disability Benefits  
    (26 weeks at \$50 a week)
5. Death Benefits Paid
6. Total Benefits Paid

# Evidence

... worksheets from the files of ...  
 ... ment, showing benefits paid to ...  
 ... oubtedly never expected to be at ...  
 ... ge claims. Had they not carried ...  
 ... plan, however, the paid benefits ...  
 ... employee's own out-of-pocket ...  
 ... couple, charted at right, shows ...  
 ... two separately insured employe ...  
 ... red's benefit. Since two Major ...  
 ... volved—Safeway's and the hus ...  
 ... h deductible" was required, in ...  
 ... person. This is shown in item ...  
 ... ws that 80% (or \$1,322) was ...  
 ... qualified under Major Medical.) ...  
 ... ve coverages similar to the U.S. ...  
 ... ith hospital benefits provided ...  
 ... sory hospital plans. Canadians ...  
 ... Major Medical coverage.

FEMALE EMPLOYEE and HER HUSBAND  
Both Injured In Same Auto Accident

1. Medical Bills on Both Persons	\$4,730
2. Less Basic Benefits Paid By Safeway's Insurance Plan On Both Persons	<u>2,977</u>
3. Difference--This Qualifies Under Major Medical Insurance	\$1,753
4. Less Major Medical Insurance Cash Deductible	<u>100</u>
5. Difference-- Split Between Safeway's Major Medical Insurance and the Husbands Major Medical Insurance	<u>\$1,653</u>
6. Each of the two Major Medical Insurances Paid \$661 in Benefits, a total of	<u>\$1,322</u>
7. Total Benefits Paid By: Safeway's Basic and Major Medical Insurances Husbands Major Medical Insurance	\$3,638 <u>661</u>
8. Total Benefits Paid (91% of medical bills)	<u>\$4,299</u>

AGE 33 -- LEUKEMIA

Safeway's Plan:	\$3,209
(90% of Bills)	<u>1,118</u>
Benefits Paid	\$4,327
	1,300
	<u>13,500</u>
	<u>\$19,127</u>

WIFE OF AN EMPLOYEE  
Pregnancy and Premature Childbirth

1. She was hospitalized 7 days due to pregnancy complications. The baby was born prematurely about three weeks later.

	<u>MOTHER</u>	<u>BABY</u>	<u>TOTALS</u>
2. Total Medical Bills	<u>\$720</u>	<u>\$644</u>	<u>\$1,364</u>
3. Benefits Paid By			
Safeway's Plan:			
Basic	\$208	\$303	\$511
Major Medical	<u>210</u>	<u>193</u>	<u>403</u>
Total Benefits	<u>\$418</u>	<u>\$496</u>	<u>\$914</u>



OAKLAND, CALIF.—Small party, complete with cake and candles, was held for Helen Davis, center, Manager of Administrative Office Cafeteria, honoring her 20th year with Safeway. Presenting award to her above is Office Mgr. Al Taves, while group of long-time employees look on. A five-year award was presented at the same time to Loetta Mayhew of the Cafeteria staff, standing next to Mrs. Davis (front row).



WICHITA Div.—Quarter Century Club, shown at dinner with guests, recently welcomed two new members, Carl Phelps and Robt. Curtis, with Awards presented by Div. Mgr. Frank Glasgow (standing, 4th from right). Other members attending included Kenneth Carnes, Fay Haskell, Ned Hill, Roy Jackson, W. Ralph Low, John Marteney, Scott Mason, Merle Riner, Albert Rupp, John Shannon, Ralph Smith, Harold Tener.

# OUR HONOR ROLL



WINNIPEG, MAN.—At right, Div. Mgr. W. F. Griffith presents 30-year award to Edna MacCallum, Training Instructress. She started as Food Clerk in 1932, was promoted to Head Checker, took over present job in 1956.



SAN JOSE, CALIF.—Annual Award Dinner for Candy Plant employees was held here recently. Above, Bakery's Western Div. Prod. Mgr. Roy Sievers, left, presents 25-year award (Savings Bonds) to James "Bill" Casey, Chief Engineer at Plant, while Plant Mgr. Jos. Monaco looks on.





DENVER, COLO.—Gold watch marking his 25th anniversary with Safeway is presented above to Edward Martin, left, of the Division Office by Vice President-Division Mgr. R. L. Campbell.



SALT LAKE CITY, UTAH—Above Bread Plant employees and guests are shown at Service Award dinner. L. to r., standing, Ralph Hoffmann (15-year award), Plant Mgr. J. C. Kowalla, Reed Morrison (10), Distr. Mgr. D. C. Ring, Mr. Howell (husband of Plant Clerk Virginia Howell), Wallace Muir (5); seated, Mmes. Hoffmann, Kowalla, Morrison, LaBerta Smith, Mrs. Howell, Mrs. Muir.



HAYS, KANS.—Gold bracelet with charm designating her 5 years with Safeway is presented above to Eleanor Ross, Meat Wrapper at Store #233, by Store Manager Carl Ehrlich.



HUTCHINSON, KANS.—A fifth-year anniversary was recently marked by Laura Morgan, above, Food Clerk at Store #243, shown receiving her service award from Manager Carl Rich.



SEATTLE, WASH.—Snapped on the job as he received his 25-year award is Kenneth Roberts, left, night stocker of Store #320. Presenting it to him is District Manager Bert Raethke.



AT LEFT, VANCOUVER DIV. employees at breakfast held for 5- to 20-year awardees: rear row, Employee-Pub. Rel. Mgr. L. W. Bebeena, W. Grierson (15 years), D. Chapman (10), G. Martin (10), M. Kokol (10), M. Varga (15), W. Brummit (10), M. Roxburgh (15), S. Wade (10); middle row, J. Ambrose (10), E. Roberts (10), Ind. & Pub. Rel. Mgr. J. P. Leaney, Div. Mgr. W. J. Kraft, D. Peacock (10), Ret. Op. Mgr. A. G. Anselmo, F. Wilson (10), Produce Mds. Mgr. T. Pastuck, P. McCrea (15), C. Farrington (10), C. Manning (20); front row, G. Pare (10), A. Dimsdale (10), G. Rankin (10), I. Hicks (10), H. Abbott (15). Also attending but not pictured (5-year awardees) were L. Bylund, L. Laird, D. VanBeek, N. North, A. Goldmann, S. Zaurini, R. Bourne, G. Carpenetti, K. Mason, B. Hart, M. Farrell, C. MacKay, H. Wormell, J. Thiele, D. Whillans, D. Woodley, B. Smith, G. McArthur, B. Welsh, B. Davidson, Edith Rolfe, Shirley Butterfield, Veva Marchant, Edna Millar, Ruth Poloway, Flo Webber, Mary Heath, Lou Gates, Mary Janzen, Eunice Nicolls, E. Borgstad, B. Edwards, A. Rossi, J. Lambley, L. Axelson, J. Resch; Controller R. G. Spelliscy, M. Oliver, A. Webster, G. McConachie, C. Green.



OAKLAND, CALIF.—At Brookside Div. staff dinner, 30-year award was made to Bob Wilcox, Buyer. From left: D. McCalley, A. Brinkerhoff, Div. Manager. A. Rymes, W. Oberndorfer, F. Brookie, J. Cappa, J. McCabe, Wilcox; J. Morgan, R. Baker, R. Wade, P. Larrig, S. Lee.



DENVER DIV.—Presenting 20-year Service Award is Ret. Op. Mgr. George Erb, right, to Alice O'Quinn, Food Clerk at Store #110, while Distr. Mgr. Frank Seeley watches. Mrs. O'Quinn has distinction of having perfect attendance during her 20 years with Safeway!

# picturing the news

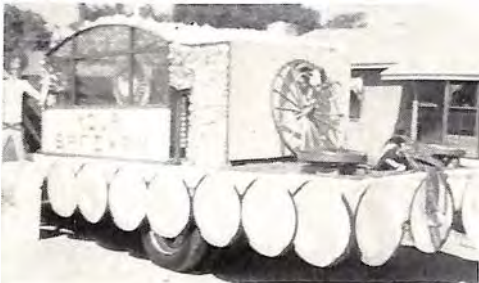


AL SCOLLARD, Mgr. Egg Dept., pictured just after the torrential rains that hit Pacific Coast in October. Expression graphically indicates damage done to his premises in Orinda, Calif. Pic was taken by neighbor, Bernal Dobell, Manager Legal Dept., who also suffered property damage.



DENVER, COLO.—"Foods of France" were featured in "French Promotion Sale" here, with our stores decorated to resemble French markets. Above, center, V. P.-Div. Mgr. R. L. Campbell confers with, l., C. Battault, former French Consul Gen'l and J. Trocme, Fr. Comm'l Counselor.

LAKEVIEW, ORE.—Built entirely by the enthusiastic staff of new Store #147, below float was awarded 1st place plaque in commercial division of recent Lake County Round Up Parade.



WILLITS, CALIF.—"Hobo Days" proved a highly successful promotion at Store #1402, when both store and crew were decorated in rags and tatters, to the considerable amusement of customers. Kneeling, left to right, Willard Carlsted, Bob Guiterrez, Willy Butler, Ernie McKenzie, Dan Daskam, Flo Loftin, Gene Fritch, Gene Kinder, Mgr. Al Gomes. Picture made front page of local paper.

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LOS ANGELES—USC Food Distribution Class is shown below touring Div. Meat Warehouse; with them are (all 2nd row) USC's Merle McGinnis, 2nd from right; at his left, Wil Sypherd, Safeway Training Supervisor; tour guides Andy Matson and Meat Whse. Mgr. Vernon McCabe, 1st and 2nd from left; 5th from right is Wm. Wetbington, Denver Asst. Store Mgr. attending Class on scholarship.



MIDWAY, WASH.—Learning the practical side of the food business from Manager Chas. Renner, Store #332, is Joe Paget, Mt. Rainier High student who is treasurer of Wash. State Distributive Education Club. Many Safeway Divisions participate actively in Distr. Education programs.



MT. MCKINLEY, ALASKA—A 5-man, 1-woman expedition from Everett, Wash., shown in camp at right, recently spent 21 days scaling this peak, highest mountain in North America. Some 600 lbs. of food was airdropped to them (most of it from Everett Safeway stores). Because of extremely hazardous conditions of last 1,000 feet, only two members were able to reach the summit. At left, climber "digs" can of Empress Berry Jam (this is Empress's 2nd time up McKinley; before that, Empress made the climb up K-2 in the Himalayas, 2nd highest peak in world).



POPLAR BLUFF, MO.—Because this city is medical center for S/E Missouri and medical industry largest single employer, Store #166 decided to "Salute the Hospitals" as their "S" Brand Sale theme (first time used in Safeway?). Above, Mgr. Gene Hudson receives commendation from C. of C.'s H. Dunn; at left, appropriately scrubbed and garbed are Clerks Wayne Wilson, Judy Bilbrey, Produce Mgr. Bob Crawford.



OAKLAND, CALIF.—Winners of 1st and 2nd flights in Sunward Golf Club's annual tournament: standing, Isabella Frost, Mgr. Library Dept., and Olga Carlidge, Insurance Dept.



REGINA, SASK.—Food Clerk Laurence Gosselin keeps watch on "Porky" Charbonneau, local radio announcer, during recent apple selling stunt at Store #369. "Porky" was sprung from jail 2nd afternoon of stunt after customers removed nearly 2,000 Handi-Pak McIntosh Apples in buying blitz.



DEER LODGE, MONT.—"Time to Shop" at Safeway is theme of attractive float above which was entered by Store #251 in recent County Fair celebration. L. to r., are George Hamblin, Mike Donich, Patricia Lee, Joyce Murie, Manager Carl E. Stav, Tom Scott, and Loran Barnier.

# OPPORTUNITIES UNLIMITED!

Almost Daily, in Our Company, the "Door of Opportunity" Opens and More Employees Step Up.

## DISTRICT MANAGERS

CHARLES BAILEY, Lincoln District, Omaha Div.; was Store Manager 227, Lakewood, Colo.; Denver Div. (Also Executive Development Training, Oakland Administrative Office.)  
EARL LABERTEW, Scottsbluff District, Denver Div.; was Store Manager 716, Pueblo, Colo.

## STORE MANAGERS

GEORGE BERGSMA, Store 82, Campbell River, B.C.; was Asst. Mgr., Store 64, Courtenay.  
JIM McCARTY, Store 401, Berkeley, Calif.; was Asst. Mgr., Store 513, Lafayette.  
HARLAND CLAUSON, Store 118/W, Los Angeles, Calif.; was Asst. Mgr., Store 130/W, same city.  
GERALD L. BAIRD, Store 398/S, San Bernardino, Calif.; was Asst. Mgr., Store 375/S, same city.  
JOSE PONCE, Store 426/L, Artesia, Calif.; was Asst. Mgr., same store.  
AL GUTIERREZ, Store 433/D, Norwalk, Calif.; was Asst. Mgr., same store.  
RALPH D. CHAPPELL, Store 49/C, Los Angeles, Calif.; was Asst. Mgr., Store 530/A, West Covina.  
ARTHUR W. MAY, Store 828, Colorado Springs, Colo.; was Asst. Mgr., Store 701, Canon City.  
CHARLES OXNER, Store 118, Little Rock, Ark.; was Asst. Mgr., Store 129, same city.  
LANDIS SHOOK, Store 73, Alamogordo, New Mex.; was Asst. Mgr., Store 58, Las Cruces.  
RICHARD ALLERHEILIGEN, Store 587, Marysville, Kans.; was Food Clerk, same store.  
JAMES M. HAMLEY, Store 200, Portland, Ore.; was Asst. Mgr., Store 283, Tigard.  
CHARLES H. TRAIN, Store 315, Portland, Ore.; was Asst. Mgr., Store 287, Myrtle Point.  
JAMES C. BRITTON, Store 440, Brady, Texas; was Asst. Mgr., Store 420, San Angelo.  
DON SNYDER, Store 951, Holdrege, Nebr.; was Asst. Mgr., Store 952, Kearney.  
WILLIAM DAU, Store 637, Neligh, Nebr.; was Asst. Mgr., Store 590, Norfolk.  
ALFRED FIDELINE, Store 607, Omaha, Nebr.; was Asst. Mgr., Store 623, same city.  
DAVID FOSTER, Store 57, Creston, Iowa; was Asst. Mgr., Store 405, Red Oak.  
JACQUES BERGMAN, Store 217, Wichita, Kans.; was Asst. Mgr., Store 287, same city.  
W.M. HOWARD SCOTT, Store 333, Larned, Kans.; was Produce Dept. Mgr., Store 201, Wichita.  
BOB RIEDEL, Store 233, Bowness, Calgary.  
GAYLEN E. AALBERS, Store 125, Seattle, Wash.; was Relief Mgr., same store.  
WILLIAM FORD, Store 452, Modesto, Calif.; was Asst. Mgr., Store 477, Stockton.  
CLIFFORD REICHENBERG, Store 525, Sacramento, Calif.; was Asst. Mgr., Store 581, same city.  
PERRY DODD, Store 301, Walla Walla, Wash.; was Asst. Mgr., Store 220, Richland.

## ASSISTANT STORE MANAGERS

WELDON GRAY BOOHER, Store 25, Dallas, Texas; was Produce Dept. Mgr., same store.  
WALTER E. HELLER, Store 348, Raymond, Wash.; was Food Clerk, same store.  
FRED STARK, Store 952, Kearney, Nebr.; was Produce Dept. Mgr., same store.  
LANCE SWANSON, Store 403, Anchorage, Alaska; was Food Clerk, Store 400, same city.  
KARL A. WILLEY, Store 287, Wichita, Kans.; was Produce Dept. Mgr., Store 224, same city.  
NORMAN ROBERT MILLER, Store 1455, San Diego, Calif.; was Food Clerk, same store.  
DERWON PRESTON, Store 402, Denison, Iowa; was Clerk-in-Charge, same store.  
DICK BRADFORD, Store 215, Calgary, Alberta; was Food Clerk, same store.  
MIKE LARIN, Store 223, Calgary, Alberta; was Food Clerk, Store 212, same city.  
RICHARD ANDERSON, Store 108, Mason City, Iowa; was Produce Dept. Mgr., same store.  
HENRY MORRIS WILSON, Store 17, Dallas, Texas; was Produce Dept. Mgr., Store 151, same city.  
ROBERT C. LANE, Store 318, Bellingham, Wash.; was Food Clerk, same store.  
HENRY KULAK, Store 453, Fremont, Calif.; was Food Clerk, same store.  
CHARLES M. BALLINGER, Jr., Store 377, Tacoma, Wash.; was Food Clerk, Store 350, same city.  
GORDON LARSON, Store 159, Seattle, Wash.; was Food Clerk, Store 342, same city.  
DENNIS N. OKICICH, Store 49, Seattle, Wash.; was Food Clerk, same store.  
JAKE FALK, Store 535, Winnipeg, Man.; was Food Clerk, Store 563, same city.  
CHARLES ROBB, Store 657, Ft. William, Man.; was Food Clerk, same store.  
GLEN HANCOCK, Store 604, Orinda, Calif.; was Food Clerk, Store 513, Lafayette.  
FRANK MASON, Store 610, Hayward, Calif.; was Food Clerk, Store 549, Oakland.  
DOUGLASS GALLOWAY, Store 571, Irvington, Calif.; was Food Clerk, same store.

ROBERT E. YOUNG, Store 602, Danville, Calif.; was Food Clerk, same store.  
ROBERT E. MAXWELL, Store 225, Shawnee, Kans.; was Food Clerk, Store 280, Prairie Village.  
HARRY E. OZENBAUGH, Store 98/C, Los Angeles, Calif.; was Produce Dept. Mgr., Store 98/C, same city.  
JOHN T. BONO, Store 77/I, Inglewood, Calif.; was Food Clerk, Store 29/I, Culver City.  
VERYL CARSTENS, Store 434/A, LaMirada, Calif.; was Food Clerk, Store 532/A, La Puente.  
JULIAN SLOTYLA, Store 74, Prince George, B.C.; was Food Clerk, Store 71, Quesnel.  
JOHN WATCHMAN, Store 88, Victoria, B.C.; was Food Clerk, Store 84, same city.  
MELVIN STRAND, Store 64, Courtenay, B.C.; was Produce Dept. Mgr., same store.  
CHARLES GECHTER, Store 229, Jefferson County, Colo.; was Food Clerk, same store.  
HERMAN E. HOLTZ, Store 808, Littleton, Colo.; was Mgr. Meat Training, same store.  
WILLIAM E. HAGEMAN, Store 108, Denver, Colo.; was Food Clerk, same store.  
SEVERN M. PEDERSON, Store 114, Denver, Colo.; was Food Clerk, same store.  
HAROLD L. TRIMBLE, Store 129, Little Rock, Ark.; was Food Clerk, Store 152, same city.  
WILLIAM L. WILLIAMS, Store 1459, Solana Beach, Calif.; was Produce Dept. Mgr., Store 1456, Pacific Beach.  
GRANT TIETGEN, Store 635, Wayne, Nebr.; was Food Clerk, same store.  
JAMES VEJRASKA, Store 504, Lincoln, Nebr.; was Food Clerk, same store.  
DAN HORNICK, Store 86, Seattle, Wash.; was Food Clerk, same store.  
RONALD J. CAPPS, Store 287, Myrtle Point, Ore.; was Food Clerk, same store.  
RICHARD O. COLLINS, Store 294, Tillamook, Ore.; was Food Clerk, same store.  
MIKEL ELLINGBOE, Store 229, Portland, Ore.; was Head Clerk, Store 249, Milwaukie.  
F. HARRY GILPIN, Store 228, The Dalles, Ore.; was Food Clerk, same store.  
RONALD J. HESTER, Store 315, Portland, Ore.; was Food Clerk, Store 276, same city.  
JAMES H. KOEHLER, Store 263, Florence, Ore.; was Food Clerk, Store 284, Reedsport.  
DAVID LOVE, Store 200, Portland, Ore.; was Head Clerk, Store 257, same city.  
A. JAMES SHELLER, Store 245, Portland, Ore.; was Food Clerk, Store 276, same city.  
VINCENT CALLENDINE, Store 110, Holbrook, Ariz.; was Food Clerk, same store.  
DUDLEY COMBS, Store 151, Prescott, Ariz.; was Food Clerk, same store.  
RONALD PRATT, Store 104, Phoenix, Ariz.; was Food Clerk, Store 169, same city.  
THOMAS LINDSEY, Store 136, Phoenix, Ariz.; was Food Clerk, Store 165, same city.  
MAYNARD SKAR, Store 141, Yuma, Ariz.; was Food Clerk, same store.  
CHARLES SUYDAM, Store 134, Mesa, Ariz.; was Food Clerk, Store 163, Scottsdale.  
BOB SPENCE, Store 122, Roseville, Calif.; was Produce Dept. Mgr., same store.  
GERALD COLLEY, Store 225, Walla Walla, Wash.; was Food Clerk, same store.  
BOB LAWSON, Store 220, Richland, Wash.; was Produce Clerk, same store.

## MEAT DEPARTMENT MANAGERS

GARY C. KOLSKY, Store 421, Boise, Idaho; was Meat Cutter, Store 450, same city.  
GARTH M. LYON, Store 67, Kemmerer, Wyo.; was Meat Cutter, Store 365, Idaho Falls, Idaho.  
JAMES ABELL, Store 102, Prescott, Ariz.; was Meat Cutter, Phoenix.  
RONALD SKALBERG, Store 638, Fremont, Nebr.; was Meat Cutter, same store.  
JIM WALL, Store 89, Victoria, B.C.; was Meat Cutter, Store 30, same city.  
JIM ANDERSON, Store 1, Vancouver, B.C.; was Meat Cutter, Store 45, West Vancouver.  
LEROY E. DALBERG, Store 104, Denver, Colo.; was Meat Cutter, Store 116, same city.  
JOHN HANKS, JR., Store 311, Boulder, Colo.; was Meat Cutter, same store.  
TED FITZPATRICK, Store 81, Odessa, Texas; was Meat Cutter, Store 69, Midland.  
TROY GILMORE, Store 86, Carlsbad, New Mex.; was Meat Cutter.  
DONALD DAVIS, Store 75, Deming, New Mex.; was Meat Cutter, Store 77, El Paso, Texas.  
RICHARD R. NAYLOR, Store 267, Taft, Ore.; was Meat Cutter, Store 278, Newport.  
JAMES H. SOUTHWICK, Store 172, Corvallis, Ore.; was Meat Cutter, same store.  
BRUCE HUMPHREY, Store 1409, Chula Vista, Calif.; was Meat Cutter, Store 1479, San Diego.  
WILLIE W. NEIGHBORS, Store 22, Smackover, Ark.; was Meat Cutter, Store 132, Hot Springs.  
THOMAS L. GRIGSON, Store 163, West Monroe, La.; was Meat Cutter, same store.  
COLUMBUS F. KITCHENS, Store 511, Amarillo, Texas; was Meat Cutter, same store.

FRANCIS A. BRUNELLE, Store 574, Novato, Calif.; was Meat Cutter, same store.  
LARRY MAHAN, Store 1287, Oakland, Calif.; was Relief Meat Mgr., same store.  
BYRON WARD, Store 303/R, Riverside, Calif.; was Meat Cutter, same store.  
J. D. BROWN, Store 286/R, Indio, Calif.; was Meat Cutter, Store 275/R, Palm Springs.  
ROBERT CHAMBERS, Store 438/D, Pico Rivera, Calif.; was Meat Cutter, same store.  
DOUGLAS RAY PARIS, Store 83/I, Los Angeles, Calif.; was Meat Cutter, same store.  
FRED M. SIMMERMAN, Store 432/O, Santa Ana, Calif.; was Relief Meat Cutter, District O.  
GERALDRHEA, Store 258/P, San Bernardino, Calif.; was Meat Cutter, Store 251/P, Barstow.  
DONALD BLAND, Store 327, St. Joseph, Mo.; was Meat Cutter, Store 262, same city.  
HAROLD HANSEN, Store 317, Tacoma, Wash.; was Meat Cutter, Store 363, same city.  
ROBERT H. SUNDBORG, Store 403, Anchorage, Alaska; was Meat Cutter, Store 402, Fairbanks.  
TOM EUGENE BONER, Store 22, Dallas, Texas; was Meat Cutter, same store.  
WILLIAM A. McCORMACK, Store 207, Renton, Wash.; was Meat Cutter, Store 219, Seattle.  
ROY THELANDER, Store 510, Lincoln, Nebr.; was Meat Cutter, same store.  
AL AICHELE, Store 210, Calgary, Alberta; was Meat Cutter, Store 225, same city.  
ED CUZZETTO, Store 240, Spokane, Wash.; was Meat Cutter, Store 224, same city.

## PRODUCE DEPARTMENT MANAGERS

KENNETH E. TRAMEL, Store 103, Oklahoma City, Okla.; was Food Clerk, Store 86, same city.  
DALE L. COOK, Store 26, Chickasha, Okla.; was Food Clerk, same store.  
FRANK CHELI, Store 1274, San Leandro, Calif.; was Food Clerk, same store.  
JACK VENEZIO, Store 617, San Jose, Calif.; was Food Clerk, same store.  
DICK HOLTMAN, Store 920, Albuquerque, New Mex.; was Food Clerk.  
PHILIP CHAVARRIA, Store 44, Fort Stockton, Texas.  
JERRY GOSSAGE, Store 59, Monahans, Texas; was Food Clerk.  
ALBERT ROBINSON, Store 64, Odessa, Texas; was Food Clerk.  
RALPH ARANDA, Store 1456, Pacific Beach, Calif.; was Produce Clerk, same store.  
FRANCIS MOULDER, Store 364, Springfield, Mo.; was Food Clerk, same store.  
DANIEL J. KLEVE, Store 425/O, Anaheim, Calif.; was Food Clerk, Store 404/O, same city.  
WILLIAM WILLIAMS, Store 97/C, Los Angeles, Calif.; was Food Clerk, Store 181/T, Palos Verdes.  
CARLOS MARTINEZ, Store 168/D, Lynwood, Calif.; was Food Clerk, Store 428/D, Downey.  
DEAN E. ROWE, Store 57/V, Chatsworth, Calif.; was Food Clerk, same store.  
CHARLES H. FIEVSOHN, Store 98/C, Los Angeles, Calif.; was Food Clerk, Store 70/C, same city.  
GEORGE H. FAIRBANKS, Store 5/I, Los Angeles, Calif.; was Food Clerk, same store.  
LEE ROY JOHNSON, Store 404/O, Anaheim, Calif.; was Food Clerk, Store 416/O, Garden Grove.  
DONALD BEDFORD, Store 35, Vancouver, B.C.; was Food Clerk, same store.  
RALPH BOYCHUCK, Store 71, Quesnel, B.C.; was Food Clerk, Store 74, Prince George.  
GERALD ODEGAARD, Store 81, Victoria, B.C.; was Food Clerk, Store 68, Duncan.  
ALLAN GRAHAM, Store 89, Victoria, B.C.; was Food Clerk, Store 85, same city.  
ROBERT DALTON, Store 64, Courtenay, B.C.; was Food Clerk, Store 84, Victoria.  
ROBERT L. HATLEY, Store 686, Aztec, New Mex.; was Food Clerk, same store.  
WALTER E. SMITH, Store 118, Denver, Colo.; was Food Clerk, Store 121, same city.  
LARRY W. MULLINS, Store 608, Rifle, Colo.; was Food Clerk, Store 606, Glenwood Springs.  
GERALD R. ARMBRUSTER, Store 513, Sterling, Colo.; was Food Clerk, same store.  
JIMMY BURGIN, Store 81, Odessa, Texas; was Food Clerk, Store 64, same city.  
JOHNNY KIMBERLING, Store 86, Carlsbad, New Mex.; was Food Clerk, Store 62, same city.  
RICHARD KIMBALL, Store 582, Auburn, Nebr.; was Food Clerk, same store.  
LEO MATTHEWS, Store 956, O'Neill, Nebr.; was Food Clerk, same store.  
HARLAN LEE PASCO, Store 512, Lincoln, Nebr.; was Food Clerk, same store.  
JUNIOR SCHACKER, Store 509, West Point, Nebr.; was Food Clerk, same store.  
LESLIE GARNER, Store 60, Altus, Okla.; was Food Clerk, same store.  
ROBERT D. DEDMON, Store 33, Elk City, Okla.; was Food Clerk, same store.

Continued on Page 15



# REPORTS

## PROMOTIONS

(Continued from page 14)

### PROGRESS REPORT

Sales for the four weeks ended December first amounted to \$193,082,584, an increase of 2.5% over sales of \$188,340,327 for the same period in 1961.

Our sales for the 48-week period ended December 1st came to \$2,304,470,641. Sales for the comparable 1961 period, including volume of our former New York Division stores which were sold October 7, 1961, came to \$2,338,979,136.

As of December 1, 1962, we had opened 95 new stores in the U.S. (including 3 acquired), 13 in Canada (including 1 acquired), for a total of 108. In the U.S., 84 older outmoded stores were closed, 11 in Canada.

### Suit Dismissed

The U.S. Government on December 10 dismissed the Civil Antitrust action against Safeway, which had been pending in the U.S. District Court in San Diego, Calif., since December 31, 1959. This was a companion action to the indictment of a number of grocery firms and the San Diego Grocers Association, which resulted in acquittal of Safeway after trial.

In commenting on the dismissal, President Robert A. Magowan said, "We naturally are pleased the government has dismissed the civil action against Safeway. This dismissal with the earlier acquittal on the indictment completely absolves Safeway of all charges in those cases."

### Executive Appointments

Vice President Glynn Tucker recently announced the following appointments to the Non-Foods Division staff: Retail Operations Manager, Edward J. Alexander; Merchandise Manager, Darrell G. Whiteley; Employee-Public Relations Manager, John C. Roberts. All are located at the Oakland Administrative Office.

### NEW DEPARTMENT ESTABLISHED

Effective December 10, a new Department was established at Oakland Administrative Office: the Passenger Travel Dept., managed by Daniel Simpson.

Purpose is to provide travel reservations, and all Divisions are urged to use the Department's services. Definite confirmations may be obtained for transportation and hotel accommodations. Confirmation receipts will be included in with the travel tickets. Airline tickets will be issued directly from this office. Fare quotations and/or fare comparisons are available. Points out Vice President and Controller A. R. Griffith, "There are times when certain economies may be attained by allowing one person to 'work out the complete trip' with the proper airline companies and hotel representatives involved." Divisions outside the immediate Bay Area should, when time permits, submit travel requests in writing or by PLM.

### Prize Butter

Winning awards for its superior butter is an old story to our Durand, Wisconsin, plant. Last year proved no exception. For the second year in a row, our Lucerne Butter from this plant received a perfect contest score of 100 at the National Dairy Cattle Congress held in Waterloo, Iowa. The month before, Plant Manager Harry Rutherford's butter received a gold trophy in a contest sponsored by the Minnesota Creamery Operators and Managers Association. Additional prizes were garnered at the Wisconsin State Fair. Manager Rutherford, in accepting all the awards and trophies, said the high scores were made possible through the consolidated efforts of farmers who furnished excellent milk, the plant's buttermaker and crews in all departments.

- RONALD R. EATCHEL, Store 85, Holladay, Utah; was Food Clerk, same store.
- RICHARD A. NOBLE, Store 327, Rupert, Idaho; was Food Clerk, same store.
- ROBERT E. MENGES, Store 385, Wichita, Kans.; was Produce Clerk, Store 201, same city.
- JON S. WHEAT, Store 217, Wichita, Kans.; was Food Clerk, same store.
- JAMES BURNETT, Store 229, Portland, Ore.; was Food Clerk, same store.
- E. JOHN CLARK, Store 256, Portland, Ore.; was Head Clerk, Store 330, Gresham.
- CHARLES E. EARLEY, Store 285, Castle Rock, Wash.; was Food Clerk, same store.
- LEWIS LUNN, Store 210, Portland, Ore.; was Food Clerk, Store 187, Oregon City.
- RONALD A. McNUTT, Store 278, Newport, Ore.; was Food Clerk, same store.
- RONALD E. MAES, Store 304, Portland, Ore.; was Food Clerk, same store.
- JOHN C. PETERSEN, Store 281, Baker, Ore.; was Food Clerk, same store.
- JAMES L. SARGEANT, Store 270, La Grande, Ore.; was Food Clerk, same store.
- ROWLAND R. TIMMERMAN, Store 255, Portland, Ore.; was Food Clerk, same store.
- GERALD M. WENTZEL, Store 253, Salem, Ore.; was Food Clerk, same store.
- JERRY D. YOUNG, Store 261, Albany, Ore.; was Food Clerk, same store.
- DEAN BELL, Store 168, Williams, Ariz.; was Food Clerk, same store.
- GYLES FRANCIS ROBERTS, Store 61, Seattle, Wash.; was Produce Clerk, Store 349, same city.
- OPHA G. MODER, Store 348, Raymond, Wash.; was Food Clerk, same store.
- ROBERT SENKA, Store 577, Winnipeg, Man.; was Produce Clerk, Store 566, same city.
- NICKY SHORT, Store 243, Hutchinson, Kans.; was Food Clerk, same store.
- WM. HOWARD SMITH, Store 209, Wichita, Kans.; was Produce Clerk, Store 226, same city.
- ROBERT LEE PHILLIPS, Store 273/P, Pomona, Calif.; was Food Clerk, same store.
- DANIEL W. LEWIS, Store 419/D, Paramount, Calif.; was Food Clerk, Store 428/, Downey.
- JOHN L. REESE, Store 238/D, Los Angeles, Calif.; was Food Clerk, Store 155/D, Watts.
- JAMES E. McDIARMID, Store 215/P, Big Bear Lake, Calif.; was Food Clerk, Store 251/, Barstow.
- FRANK M. CASTRO, Store 293/R, Coachella, Calif.; was Food Clerk, Store 286/R, Indio.
- ARNOLD F. M. SIEGERT, Store 390/S, Santa Barbara, Calif.; was Food Clerk, Store 398/S, same city.
- LELAND KOON, Store 250, Kingman, Kans.; was Food Clerk, same store.
- JERRY JACKSON, Store 242, Wichita, Kans.; was Food Clerk, Store 201, same city.
- DANIEL WAIS, Store 605, Omaha, Nebr.; was Food Clerk, Store 623, same city.
- JOSEPH BAGEN, Store 108, Mason City, Iowa; was Food Clerk, same store.
- GARLAND BRANDENBURG, Store 655, Council Bluffs, Ia.; was Food Clerk, same store.
- DARELL MALMBERG, Store 57, Creston, Iowa; was Food Clerk, Store 528, Shenandoah.
- BERT SELENT, Store 223, Calgary, Alberta; was Produce Clerk, Store 222, same city.
- CECIL PARKER, Store 545, Fresno, Calif.; was Food Clerk, same store.
- MANUEL MENDES, Store 982, Lemoore, Calif.; was Food Clerk, Store 446, Hanford.
- JIM ANDERSON, Store 122, Roseville, Calif.; was Head Food Clerk, same store.
- GEORGE PACHECO, Store 536, Lodi, Calif.; was Food Clerk, same store.

### OTHER PROMOTIONS

- AL FULTON, Retail Operations Dept. Staff Member, San Diego Zone; was Employment Supervisor, same Zone.
- ROBERT ADAMS, Employment Supervisor, San Diego Zone; was Food Clerk, Store 1479, San Diego, Calif.
- GERALD P. RILEY, Advt. Layout Artist, Advertising Dept., Oklahoma City Div.; was Food Clerk, Store 42, Norman, Okla.
- BILL BURDETTE, Price Maker, Wichita Div.; was Procurement Clerk, Div. Office.
- HAZEL J. NIXON, Secretary, Price Rept. Dept.; Dallas, Texas; was Clerk-Typist, that Department.
- ELMER WOLFE, Meat Merchandiser, Calgary Zone, Alberta Div.; was Meat Dept. Mgr., Store 215, Calgary.
- JOHN DONALD ZELLER, Retail Operations Staff Member, Dallas Div.; was Ret. Op. Staff Member, San Diego Div. and Materials Handling Specialist, that Div.
- REY D. DOYLE, Non-Foods Set-Up Man, San Diego Zone; was Food Clerk, Store 1444, San Diego, Calif.
- S. R. BENSHOOF, Branch Manager, Milk Dept., Spokane, Wash.; was Milk Plant Manager, Denver.
- O. G. BEUTLER, Denver Milk Plant Manager; was Plant Supt., Milk Plant, Washington, D.C.

# EDITOR'S NOTEBOOK

WE'VE BEEN having fun since listing in this column the different terms used by Americans and Britons in describing the same thing. Thus far, with the exception of the first list compiled through the aid of Jim Prideaux and Don Bristow, we haven't heard from other co-workers of ours in London. Response has come from "transplanted" Britons.

For example, this comment from Gwenda Banks, in Market Research Dept., Oakland: "For one glorious moment while reading your editorial—'dollar (buck), pound (quid)'—I thought I'd finally got it made. If a buck could be miraculously transformed to a quid, I'd retire tomorrow. No, yesterday..."

And Frank W. Hyde, Advertising Dept., San Diego Div., contributed a list of other "comparative" terms, including: *sidewalk-pavement, gasoline-petrol, sweater-jumper, garbage can-dust bin, undershirt-vest, bangs-fringe, Santa Claus-Father Christmas!* Here are some from David R. Garrett, of the Auditor's Dept., a former Londoner who joined Safeway about six months ago: *muffler-silencer, freeway-dual carriageway, the maid-the daily, elevator-lift, sales-turnover, turnover-stock movement, subway-tube, undershorts-pants, vest-waistcoat, guy-bloke, So long fellow—Cheerio, old chap!*

And "cheerio" to you, Dave Garrett! . . .

o o o

IT'S A NEW YEAR and a new life for 11-year-old Chu Kit Ling, who until a couple of months ago lived in a Hong Kong orphanage. She has now adopted the name "Kathy," and is an adopted daughter of Mr. and Mrs. Alan Young of Walnut Creek, California (he is mgr. of our Frozen Foods Dept.).

Almost equally as wonderful is this remarkable coincidence: Kathy's best friend at the or-



Herrington-Olson Photo

Kit Ling, center, with new brother, Chris, left, sister Denise, and parents (see story).

phanage, another 11-year-old cutey, Hon Wai Ching, was adopted by an American family at the same time, Mr. and Mrs. A. Richard Robertson, of Pleasant Hill, California, which is a stone's throw and non-toll phone call from the Youngs. Neither family knew of the other's plans for adoption!

The Youngs, very active in church work, arranged for the adoption through the Church World Service. The Robertsons (he's a TV exec in San Francisco) became interested in making an adoption after seeing a television program on United Nation's activities. The Youngs have three youngsters of their own: Stanley, attending college; Denise, 16; Chris, 13.

Already, Kathy has added many new words to her English vocabulary, and practices the language daily with her friend Wai Ching. Safe to say there are three American words they have learned to cherish above all others: FAMILY, LOVE, and FREEDOM.

o o o

ON THE SUBJECT of Big Hearts (see preceding item), here's a wonderful Christmas story. Section #15 of the Safeway Employees' Assoc., headed by Bert Andrewsen, is comprised entirely of men on the day and night shifts of the S. F. Div. Meat Warehouse. Generally they stage an S.E.A. Christmas party for members' children. But this time they decided to forego their own children's party, take the toys to the Red Shield Youth Center, run by the Salvation Army in San Francisco. Red Shield had invited some 600 youngsters to a party, all from broken homes, poverty-stricken homes, all under-privileged youngsters.

In lieu of S.E.A. toys, the members composed a special card to be placed under the family's Christmas tree for their own children. The card stated that daddy had taken a toy and shared Christmas with an unfortunate youngster, stressing the spirit of "It is more blessed to give than receive."

o o o

WE WON AN OSCAR! That is, Safeway's 1961 Annual Report to Stockholders won top honors over all other entries in the food retail field, in the annual contest conducted by the noted business publication, *Financial World*. Our Report was judged tops in appearance and content, without overplaying color and frills. It was produced by our Advertising and Market Research Division (see cut).

And, pardon us for adding: SAFEWAY NEWS also received an award for the April 1962 issue, which had the Annual Report to Employees. This contest, for company publications, was sponsored by Newcomb-Sammons, nationally known communications consultants.



Coveted "Oscar" won by our Annual Report.

YOUR EDITOR refuses to believe these stories about tarantulas, lizards, snakes hiding in stalks of bananas shipped here from Central and South American plantations. Ever since visiting down there, seeing the precautions taken, seeing the stalks pass through pressure-sprays of water for thorough cleansing, then film-wrapped for protection—I can't believe any such creature could escape undetected. Yet, the stories keep popping up. Latest (see cut) was a four-foot snake with the menacing head of a cobra, found among bananas at our Pre-Pakt Produce Warehouse at the S. F. Division's Dist. Center in Richmond. Manager H. J. Hansen "just let it set" and called herpatologists at nearby University of California. A harmless tree snake, a *spilotes pullatus*, said the scholars, after carting it back to the campus lab . . . Harmless? Some snakes don't need venom to inflict deathly fright. That's my opinion, without benefit of herpatology!

o o o

JUST as we were wrapping up this issue for the press, here comes a wonderfully warm letter from "The Staff" of the Gardner store, 142 Kilburn High Rd., London. Thanks, folks. More about this next month.



Richmond Independent

Uninvited visitor at Pre-Pakt Produce Warehouse.

# HELPFUL HINTS



A bit early for spring, but you can make spring flowers bloom in your kitchen now by crocheting the above attractive toaster cover and matching potholder. These can be fashioned at a very small price, if you can wield a crochet hook. For free instruction leaflet, send a card or note with your name and address (please print) to SAFEWAY NEWS, P. O. Box 660, Oakland 4, Calif. Ask for "Toaster Cover" leaflet.

## *Versatile Mushrooms*

Where's the best place to pick mushrooms? The produce section of your local Safeway store, of course. This versatile vegetable is delectable raw or sauteed, simmered or pickled. You may can them, freeze them or dry them. How about size? This is purely a matter of preference. Big mushrooms are as tasty as small ones; there's no particular difference in either taste or quality. As long as mushrooms feel dry and firm, they are fresh. Small brown spots or opened caps simply mean the mushrooms are ripe.

Wash mushrooms under cold water faucet—never soak them in a pan of water. Wipe them dry immediately but do not peel. They are now ready to use.

Keep fresh mushrooms in the refrigerator in plastic containers, but don't cover them. They need to breathe, otherwise they may take on a slick too-moist quality. They'll keep about five days. Don't wash mushrooms before storing them. (Of course cooked mushrooms may be stored in a covered dish.)

Never stack mushrooms when you are sauteeing, and be sure they are quite dry; otherwise steam will form and interfere with browning.

A pound of whole crowns of fresh mushrooms will give you 2 cups cooked; a pound of sliced or chopped will yield 1½ cups cooked. To substitute canned mushrooms for fresh in a recipe, a 6 or 8 oz. can is about equal to a pound of fresh mushrooms. Incidentally, if you plan to add mushrooms into a dish that requires long cooking, it's best to wait until the end of the cooking period before adding them.

Mushrooms are often thought of as merely flavorful additions; actually, their food value compares favorably with many fresh vegetables. They are good sources of iron and copper, and excellent plant source of Vitamin G and the important B Vitamins. These vitamins are well retained during processing, too.

## *Calorie Count*

The way you serve a food can change a low-calorie item to a high-calorie counter, remind nutritionists in the U.S.D.A.'s Agricultural Research Service. Look at what can happen to a peach, for example: one fresh peach (½ cup, slices) has 30 calories, but that same fresh peach served with two teaspoons sugar sprinkled on it ups the calorie count to 60. Adding ¼ cup of half-and-half to the sugared peaches gives a total calorie count of 140. Or say you've chosen canned peaches. Two peach halves and liquid from water pack come to 40 calories. Two peach halves and syrup have 100 calories. The same amount of frozen peaches (½ cup), already sweetened, will run close to 105 calories.

Of course, it's your total intake, balanced against the amount of calories you use up in a day, that finally determines whether you maintain your weight, lose or gain. But just a few extra calories every day adds up to unwanted extra pounds in a year!

## *"Safe" Cooking Utensils*

Every so often the rumor crops up that it's injurious to health to use aluminum cooking utensils. Sometimes the rumor concerns copper or steel or tin or even glass utensils. Nonsense, say the experts. The Food and Drug Administration considers all the types of cooking utensils in general use today suitable for cooking. It favors no particular one over the other.

Aluminum is a favorite target of the alarmists because these utensils gradually become covered with a greyish-looking substance which dissolves in boiling water, or can be rubbed off with a damp rag containing a pinch of soda. Actually, the FDA states, this greyish coating is a harmless rust. Since aluminum is the third most

abundant element in the earth's crust, it occurs naturally in many foods. Scientific studies have shown that the amount of aluminum eaten in foods prepared in aluminum cookware—even when soda is used in the cooking—is minute, compared with the amount of aluminum consumed from natural food sources. Also, aluminum compounds have a number of uses as direct food ingredients—in some types of baking powders and as alum used in pickles to keep them firm. Sums up the FDA, cooking in aluminum utensils is harmless. Even stainless steel allows some transfer of the utensil metal to the food cooked in it.

## *"Combination" Potatoes*

Potatoes are especially plentiful on the market right now, and here's a good variation you might like to try. For those who want the goodness of fried potatoes and the mealiness of bakers served "whole" potato style, these Baked Potato Supremes are the answer. Pare the bakers, roll in butter and bread crumbs (twice each) and then bake for not less than 50 minutes.

## *Refrigeration Storage*

Sometimes, when products are opened, the question arises whether they should then be kept on the shelf or in the refrigerator. It's all right to keep small amounts of cooking and salad oils at room temperature for a short time, but they should be used before their flavor begins to change. Mayonnaise and salad dressings should be kept in the refrigerator unless they're used within a few days. Even jellies, jams, and peanut butter, once opened, keep best in the refrigerator.

Even though special indented space for eggs is provided on the inside of a refrigerator door, home economists advise that eggs should be refrigerated in the original carton or some other covered container, because uncovered eggs lose moisture through their porous shells.

Citrus fruits, melons, and pineapples actually have better eating quality when kept out of the refrigerator at room temperatures of 60° to 70°F. Although a short stay in the refrigerator doesn't noticeably harm them, a long period causes the skin of citrus fruits to become pitted and the flesh to discolor.

Potatoes need more careful storage than is generally thought. They keep best in a dark, dry, well-ventilated place at about 45° to 50°F., says the U.S. Dept. of Agriculture. Too much light causes greening and loss of eating quality. In a warm place, potatoes shrivel and sprout; in a cold place, the starch in the potatoes turns to sugar. If the flavor of stored potatoes becomes too sweet, it can be improved by moving them to a room-temperature storage place for a week or two.

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## *The NEWS of the Future*

AT THE START of each year, most of us make resolutions and plans for the future. Your magazine is no exception: the editors constantly seek ways to improve it. We want the issues of 1963 to be better than those of the year past, just as we sought to make 1962's issues better than the previous year, and so forth. And this is where you, the readers come in. We invite your comments and suggestions, for after all the magazine is intended to be of value to you.

The basic purpose of SAFEWAY NEWS is, of course, to keep you informed; to tell you about the Company's operations, the various products we merchandise, the opportunities for advancement, and about the people in our Company whose activities make the news. To help us carry out our objectives, and to let us know of any ideas you may have for subjects which deserve consideration, we wish you'd resolve to keep in touch with us throughout 1963.

Incidentally, here are some of the features we have scheduled for next month, the February issue:

- **"SUPERMARKETS ARE THE FAVORITE TARGETS OF BOGUS CHECK ARTISTS."** This is the title of an "inside" story, written especially for the NEWS by a convicted forger who is now serving time in the nation's largest penitentiary. Every one of us who in any way is confronted with the question of cashing a stranger's check should not miss this article.
- **"SAFEWAY MEATS"**—another interesting chapter in our series, this one bringing you facts about Fish and Seafoods.
- **A LOOK AT ONE OF THE COMPANY'S LARGEST DISTRIBUTION CENTERS**, located at Richmond, Calif. The San Francisco Retail Division recently held a Grand Opening of the huge warehousing center which supplies all of northern California and a portion of Nevada.
- And, of course, all the regular features: Promotions, Home Hints, Service Awards, News Photos, etc.

By the way, we wish you would make still another resolution for us: if you should be planning to move. Please remember to report your change of address promptly (both your old and new address). We don't want you to miss a single issue. Besides, postal rates are increased as of January 7th, and we pay extra for every copy of the magazine returned undeliverable by the post office. *Two good reasons for making this resolution, don't you agree?*