

SAFeway news



What Makes A Good Checker? (See page 1)

Published ten times a year for Employees of Safeway Stores, Incorporated; Canada Safeway Limited; Safeway Food Stores Limited (England, Scotland); Safeway Supermarket Gmb H. (West Germany); and Australian Safeway Limited, Melbourne, by Safeway News Department.

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JULY-AUGUST, 1969

VOL. 24 Nos. 7-8

FEATURES

Exclusive Interview	1
Doomed By Success	2
Tree Treats	3
Promotions	4
Accident Contest	5
Safeway Career	6
Transportation Series	7
Service Awards	10
News Headlines	12
News Photos	14
Special Reports	16
Home Hints	Inside Back Cover
Editor's Notebook	Back Cover

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LETTERS TO THE EDITOR

WELCOME BACK!

Sir:

Would you please be kind enough to inform me how I can get SAFEWAY NEWS magazine again! I have recently rejoined Canada Safeway Limited as a parttime Meat Wrapper, after being away for a year. I have also rejoined the Safeway Employees' Association and pay the dues involved therein.

I used to get this magazine and would very much like to receive it again as I always enjoyed it very much and found it most interesting.

MRS. EVELYN WARREN

Edmonton, Alberta

• You're on the mailing list, Mrs. Warren. For the benefit of others, let's clarify a question that often pops up: All regular employees are or should be on our mailing list, whether or not they are members of S.E.A. This is the Company's publication for employees.—Ed.

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STILL UNIDENTIFIED

Sir:

Congratulations on the June issue of SAFEWAY NEWS. Thought you might be interested to know [item in "Editor's Notebook"] Mrs. C. Burke is the author of the Monthly Letter from The Royal Bank of Canada.

R. J. MATHEISON

Produce Division
Oakland, Calif.

Sir:

After reading the SAFEWAY NEWS for June, 1969, I thought you might like to know the name of the writer of "The Royal Bank of Canada Monthly Letters." Unless he has been replaced recently, his name is Mr. John Heron . . . I trust this makes him less anonymous and answers the query in your Notebook.

By the way, I find your SAFEWAY NEWS an interesting piece of work, too, and capably written.

(Rev.) JOHN J. TOTH, S.J.

Campion High School
Regina, Saskatchewan
Canada

• Thanks, dear readers. Any other clues? Does the writer of the astute Royal Bank of Canada Monthly News Letters ever read this publication?—Ed.

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HAPPY TO OBLIGE

Sir:

Would it be possible to get on your regular mailing list for your monthly craft projects? As an Occupational Therapist, I would be most grateful. Besides this month's "Creative Stitchery" leaflet, do you have any extra leaflets from previous months you could share?

If you are wondering how someone in Vermont happens to receive SAFEWAY NEWS—I'm an ex-Californian-grown-up-in-a-grocery-store-girl whose brother, Sid

Smith, works in the Oakland Office. Many thanks!

MRS. SHIRLEY SCHILLHAMMER

Montpelier, Vt.

• How our buddy Sid Smith (Transport Purchasing and Maintenance Dept.) rates such a nice sister, only his mother and father know!—Ed.

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A "SAFEWAY WIFE"

Sir:

. . . When I was a little girl, my mother shopped at Safeway. When I grew old enough to notice, I remember thinking that the fellows at the store were attractive. Now I can see that it is the constant exercise at work that keeps them so trim and a willing hand back home at the ironing board that keeps them looking so neat.

Like everything else, being a Safeway wife has advantages and disadvantages. This is true for the wives of Clerks as it is for the wives of management. A new wife has to develop mature attitudes in a hurry if she expects to be happy . . .

Being a Safeway wife means listening and being interested enough in store talk to know what he means when he says, "Whew! X number of pallets came in today." Or imagine my expression the first time I heard him say, "Tomorrow I am going to fix Sally's end." Listening also helps me know how to answer the questions other wives start asking as soon as they discover that I'm a Safeway wife. They expect me to be an expert shopper, and seek my advice—which is easy. I just say "Shop for the S brand for economy and quality!"

Being a Safeway wife is being peaceful when rumors would lead me to act otherwise. There are all kinds of rumors; some to be ignored, some to be stopped. They are about promotions, demotions, moves, girl-boy relationships . . .

Being a Safeway wife means living in one of our town's loveliest homes, having two cars and a boat. It is being recognized and acknowledged in our community . . .

My hope and expectations are probably about the same as any other Clerk's wife. I hope that we will stay healthy and expect that we will always be able to keep up the house payments and take care of our children . . . I wonder what other wives have to say on the subject? For instance, it would be interesting to hear from Australia, or Scotland, or just any place where there is a Safeway.

MRS. CHARLES CHOLSON

Santa Paula, Calif.

• Bless you, Mrs. Cholson. Sorry, due to space, we couldn't print all of your comments—but there's enough above to reveal what a sweet person and wonderful wife and mother you must be. Bet your husband (who is a 10-year employee; Relief Mgr. at Store No. 356) will be surprised to see your letter here. Any other "Safeway wives" wish to comment?—Ed.

Coming: "4-BILLION BREAKER" Contest!

EXCLUSIVE INTERVIEW

EDITOR'S NOTE: What are the qualities that an impressive Food Clerk "checker" should possess? Here is an interesting list compiled by one of our peerless checkstand operators, whom we shall call "Beatrice." This is another in our series of articles intended to show that every job in our Company has a direct bearing on how well we are "pleasing the customer." Checkers are on the front line of our public relations.

By the Roving Reporter

Q Beatrice, I am here to try to find out why you are rated one of the most popular and capable checkers in this division. I know an interview like this is quite an experience, but forget about modesty or vanity, will you? Just keep in mind that what you have to say might prove of great help to other food clerks.

A Well-I-I . . . if I can be of some aid. Really, though, I don't know why you should select me. I'm certainly not any different from any other checker in this store.

Q Now, there you go, Beatrice. Let us decide how you rate. You've been a food clerk for five years, and practically all of this time you've been working behind a checkstand. We know you love this work and we know that you have built up a fine reputation among our customers. Let me ask you: *How do you manage to always be so cheerful?*

A Well, Mr. Roving Reporter, you already answered that for me. I just love my work, that's all. I once recall reading the works of a philosopher who said something I've never forgotten. He said, "No work is hard unless you would rather be doing something else." You see what I mean?

Q Tell me more, Beatrice. For example, do you have a certain philosophy about the work you're doing?

A You bet I do. In my opinion, this point in the store, here at the checkstand, is the most important key to good customer relations that we have. A checker has it within her power to either keep a customer or lose a customer, win a friend or lose a friend, right here.

Q Explain that for us, will you?

A It's obvious, and you know very well why. Just watch how a customer reacts when she's standing in line, the checker is engaging in idle conversation with another customer and is casual-

ly checking out purchases. Or, watch the impression made on a customer when the checker is setting a speed record, doesn't bother to call out prices, and is caught in an error.

Q How do you avoid such pitfalls, Beatrice?

A I guess it's because I have always tried to place myself in the customer's position. Then I have asked myself, what would I desire from a checker? *Accuracy*, of course. *Friendliness*. *Consideration* for others. *Sufficient knowledge* of the food business to answer questions intelligently. But, just a minute, Mr. Roving Reporter. I think you'll be interested in a list I made years ago, covering what, in my opinion, are the qualities that a good checker should possess. I have arranged each quality in alphabetical order and I always refer to it as my daily guide. I'll merely go down the list A-B-C- fashion without defining each trait as I'm sure each is self-explanatory. Now then, I think a good checker should be:

Alert
Broadminded
Courteous
Dependable
Energetic
Friendly
Groomed
Healthy
Impartial
Jovial
Kindly
Loyal
Mature
Neighborly
Optimistic
Patient
Quick



SAFEWAY'S Roving Reporter and exemplary Food Clerk "checker" seen during interview reported below. Here is **MUST** reading for every clerk.

Respectful
Sincere
Tactful
Unbiased
Vivacious
Witty
Xenagogic
Youthful (in viewpoint, at least!)
Zealous

Q Say, that's quite a list. But wouldn't some of those traits prove unwelcome if carried to extreme?

A I knew you'd question some. Naturally it's a matter of *degree*. For instance, when I say one should be *vivacious*, or *witty*, I certainly don't mean to the degree of bouncing around like a physical culturist, nor do I mean cracking witticisms with every customer. Don't forget such other characteristics in my list, such as *tactful*, *mature*, *respectful*, *quick*, and *dependable*!

Q Incidentally, that characteristic you label *Xenagogic* gets me. What does it mean?

A I wondered if you'd ask that! When I made up my list, I must confess I had to go to Webster for that "X" word. *Xenagogue* means a *guide*. I use the word in the sense of a checker being a guide to customers when asked the location of certain items of merchandise in the store. Clever? . . .

EDITOR'S NOTE: Clever, indeed, Beatrice. And how appropriately named you are! Did you know your name *Beatrice* means, "She that makes happy"? No wonder customers love you!

Coming: "4-BILLION BREAKER" Contest!

HOW SUCCESS

DOOMED STORE IN CALIFORNIA



LOOKS MODERN and up-to-date, but in just ten years, Store 597, Pacific Grove, became too small to accommodate growing number of customers, has now been replaced by new store double its size.

A LITTLE MORE than ten years ago, Harvey Clark managed Store 1110, a bustling Safeway on Lighthouse Road near the seaside community of Pacific Grove, California. It was so "bustling," in fact, that it was obvious the store had too many customers for its limited space, and too little space for all the merchandise demanded by those customers. Solution, of course, was to build a bigger, better, more modern Safeway nearby. On June 17, 1959, the doors of new No. 597 swung open to offer the enlarged (more than double) facilities. Manager Clark's customers not only followed him to the new location but through the ensuing years many, many more joined the throngs of steady shoppers. To the point, in fact, that history repeated itself—in exactly ten years. Once again it had become obvious the store had become too small to accommodate all the merchandise needed for the ever-increasing number of customers trekking to No. 597 from the thriving surrounding area. Solution: build a bigger, better, more modern Safeway. This time the site presented no problem: the new store would be built on the same lot as the old, and construction began in September 1968. On June 17, 1969, precisely
2 ten years to the day of the opening of No. 597, new 761 was

opened for business. In photo below, both stores are shown on site. Next day, demolition of the old store began, and the space it had occupied became part of the new store's parking lot. There is now space for 144 cars, compared to the former space for 86 cars, and handsome landscaping has been added to the one and one-half acre lot. With 23,951 feet of floor space, the new store is roughly twice the size of the store it replaced. And, of course, Harvey Clark is Store Manager.

A product of our "promotion from within" policy, Manager Clark started his Safeway career in his native town of Redwood City, California, in 1946 as a Food Clerk. He was appointed Store Manager in 1948 and before taking over the managership of the original Pacific Grove store, he managed stores in Millbrae, San Jose, and Gilroy, all in California. Community-minded, he has been active in Boy Scouts, Rotary Club, Chamber of Commerce, Veterans of Foreign Wars.

Assisting him in supervising the new store's present staff of 35 employees are Assistant Store Manager Gary Jones, Meat Department Manager John Perry, and Produce Department Manager Michael Rich.

HARVEY CLARK, below, Manager of both Safeway stores pictured with him. Store at left has now been torn down for parking lot for new store on the right.



THREE FROM TREES ARE SUMMER TREATS

WHATEVER happened to the fuzz on peaches? Farmers still see it but for sales in the stores, most peaches are now defuzzed soon after picking, then washed, cooled, packaged and shipped. Because of their highly perishable nature, peaches are picked in a mature-hard stage for long distance shipment and may arrive on the market too firm for immediate use (the riper the peach, the more difficult it is to ship, of course). This means most peaches in the stores are firm ripe, rather than "dead ripe"—not *quite* eating-ripe. However, peaches ripen fast at room temperature. Leave them out a day or so after purchase, and they'll quickly develop full peach flavor. Many shoppers buy a week's supply of peaches and refrigerate all but those to be used the next day. As the ripe peaches are used, more are put to ripen at room temperature, so there are always eating-ripe peaches on hand. Another way to have peaches always on hand is to buy a week's supply, ripen all at room temperature, *then* refrigerate them.

In the stores, peaches on displays should not be piled so high that the lower ones bruise from the pressure. It is usually better, under ordinary circumstances, to display fewer peaches and renew stock constantly as fruit is sold.

Whether or not peaches should be refrigerated while displayed in the stores depends on their maturity. If they are quite firm, refrigeration only retards the ripening that would increase their salability. However, if they are ripe and ready to eat, they need refrigeration, unless they can be sold quickly. Ideally, extra-large peaches should be displayed one layer deep in orderly rows, so that a peach can be picked up without disturbing the others.

Peaches are better in this scientific era than in the so-called "good old days," no matter what your childhood memories. New varieties offer better flavor, greater resistance to disease, better shipping qualities, more eye appeal, plus better methods of handling, from the orchard through the packing shed and on to the stores.

Nectarines

A nectarine is a nectarine. It is *not* a fuzzless peach, or as the old wives' tale has it, a cross between a peach and a plum. Actually, the nectarine is one of the oldest of

all fruits and apparently grew in China centuries before the time of Christ. Along with other stone fruits, including cherries and apricots, it is a member of the rose family and closely related to peaches and almonds.

Since World War II, the size of nectarine plantings has increased amazingly. In just the 12 years between 1954 and 1966, for example, the harvest jumped from 38 million pounds to 152 million pounds. There are nearly 50 varieties of nectarines now being produced in California, national headquarters of this fruit, all developed since 1945. However of the 50, nine comprise 90% of the total volume: Red June, Early Sun Grand, Sun Grand, Red Grand, Le Grand, Late Le Grand, Gold King, Regal Grand, September Grand.

Although modern nectarines have varietal differences, they have several common qualities; the flesh is yellow and much firmer than yesterday's highly-perishable nectarine with its soft white flesh. Nectarines should be displayed in much the same manner as peaches, and after purchase, they, too, usually need a day or two to ripen at room temperature, out of the sun. When ripe, store in the refrigerator.

Plums

Plums are grown practically everywhere, but 90% of the U.S. commercial crop originates in California. Other states market-

ing plums are Washington, Oregon, Idaho.

The many varieties of plums are divided into two general types: European and Japanese. Japanese plums are medium to large size; bright red, crimson or yellow in color, and usually very juicy. They are early blooming and almost the entire crop is grown in California. Principal plums in this type are Santa Rosa, Wickson, Laroda, Nubiana, Kelsey, Mariposa, Duarte, El Dorado, Elephant Heart, Queen Ann.

European plums, always blue or purple, are generally smaller, milder, sweeter in flavor and firmer than the Japanese type. Prunes are European type plums which are sun dried but can also be consumed as fresh plums. The two varieties are Italian and President plums, which also may be called purple plums or fresh prunes.

Plums are precooled before shipment and should be refrigerated until put on display. They may be displayed either on a bulk dry display or under a refrigerated display.

Customers should know that, like peaches and nectarines, plums may be firm ripe rather than eating-ripe when sold, and that the flavor will probably improve if the fruit is left at room temperature for a day or two. Watch them closely—plums tend to progress from ripe to too-ripe faster than most fruits.

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PEACHES should never be piled so high in a display that the lower ones bruise from the pressure; in photo at right, the bulk display is larger than usual because this store has exceptionally high volume in produce department.

OPPORTUNITIES IN SAFEWAY

[Every month, more than can be listed here, employees advance to new job titles.]

DISTRICT MANAGER

D. L. (LEITH) PRATT, District #1, Australian Div.; formerly Manager, Store 113, Kurrajong District. (Also Management Development Program Training, Oakland Admin. Office, 21st Session, 1969.)

STORE MANAGERS

DAN LE STOURGEON, Store 303, Kansas City, Mo.
STEVE BOOTH, new Store 103, Sunshine, Victoria, Australia (an M.D.P. "graduate," 19th Session, 1968, Booth transferred last Feb. from San Francisco Div.; he was born and raised in Sydney, Australia).
ANDREW HACKLER, Store 151, Dallas, Texas
FLOYD SAMPSON, Store 312, Dodge City, Kans.
GERALD D. FLOYD, Store 663, Billings, Mont.
ROLAND WILLIAMS, Store 128, No. Highlands, Calif.
RICHARD HILL, Store 398/S, Santa Barbara, Calif.
GERALD ANDERSON, Store 662, San Jose, Calif.
JOHN MacTAVISH, Store 657, San Jose, Calif.
JERRY KOWALSKI, Store 1420, San Jose, Calif.
WM. RANDOLPH, Store 445, Boise, Idaho
JERRY MORRIS, Store 119, Vernal, Utah
PAUL BOONE, Store 17, Salt Lake City, Utah
DOYLE AKINS, Store 496, Tulsa, Okla.
CLARENCE WELDON, Store 462, Tulsa, Okla.
LOYD HAYES, Store 12, Okla. City, Okla.
DONAS JONES, Store 48, Altus, Okla.
GEORGE HAVEL, Store 569, Oroville, Calif.
DONALD MURRAY, Store 354, Everett, Wash.
TERRY McDUGALL, Store 257, Hamilton, Scotland
JOHN ALLIBONE, new Store 268, Ealing, London, England
LYN LATHAM, Store 212, Shrewsbury, England
DAVID AMBLIN, Store 248, Leeds, England

ASSISTANT STORE MANAGERS

BILL WYSE, Store 197, Jonesboro, Ark.
CLAUDIE LOVELL, Store 158, Springdale, Ark.
BILLY EDWARDS, Store 163, West Monroe, La.
BRUCE McGEE, Store 183, Greenwood, Miss.
DAVE COZART, Store 128, No. Highlands, Calif.
MICHAEL McCASLIN, Store 348, Raymond, Wash.
JOSEPH WILKERSON, Store 394, Hoquiam, Wash.
DARYL CAMERON, Store 301, Walla Walla, Wash.
EDMUND HASLEM, Store 82, Salt Lake City, Utah
JIMMIE HINES, Store 442, Caldwell, Idaho
RAY BURNS, Store 437, Tulsa, Okla.
HARRY GRIFFIN, Store 496, Tulsa, Okla.
KIP HAUGEN, Store 251, Davenport, Wash.
CLIFFORD TIPP, Store 373, Pocatello, Idaho
KEITH PLASKETT, Store 237, Leeds, England
THOMAS VICKERS, Store 248, Leeds, England
ROGER STEVENS, Store 102, Sutton, England
CHARLES TOWLEY, Store 261, Mexia, Texas
SIDNEY LEVERETT, Store 155, Dallas, Texas
ALBERT RAY, Store 125, Jonesboro, Ark.
RANDY HUSTON, Store 122, Okla. City, Okla.
JOHN MOORE, Store 191, West Monroe, La.
JERRY BROWN, Store 191, Dallas, Texas
DWAYNE FUCHS, Store 248, Temple, Texas
FLOYD HALCOM, Store 194, Ruston, La.
ELTON WILKERSON, Store 192, Richardson, Tex.
JACK TUCKER, Store 172, Little Rock, Ark.
JACKY KNOWLES, Store 126, Pine Bluff, Ark.
LAVELLE SULLIVAN, Store 181, Greenville, Miss.
CHARLES FISHER, Store 174, Little Rock, Ark.
ELMER KRIVOSHEN, Store 237, Calgary, Alberta
JOHNATHAN JORGENSEN, Store 250, Anaconda, Mont.
ORVILLE CAHILL, Store 601, Cody, Wyoming
ROBERT FAULDS, Store 206, Calgary, Alberta
HOMER MONTGOMERY, Store 178, Burney, Calif.
DICK CROWLEY, Store 109, Babbitt, Nev.
FRANK NETH, Store 180, Chico, Calif.
ROY BACHTEL, Store 168, Williams, Ariz.
GODWIN GRIFFIN, Store 83/I, Los Angeles, Calif.
ALBERT HATALA, Store 352/S, Carpinteria, Calif.
GARY KINMAN, Store 92/W, Beverly Hills, Calif.
ROBERT KREUTZER, Store 613, Manhattan, Kans.
DAVID TIBBS, Store 209, Blackfen, England
JAMES EUREK, Store 901, Hastings, Nebr.
FRED URTON, Store 89, Granger, Utah
DALE VAUGHN, Store 86, Seattle, Wash.
ARTHUR DULONG, Store 175, Seattle, Wash.

MEAT DEPARTMENT MANAGERS

EVERETT BOYD, Store 381, Pullman, Wash.
BRIAN REEVES, Store 209, Blackfen, England
JOHN HENNESSY, Store 218, Wallasey, England
BOB HUOTARI, Store 251, Davenport, Wash.
KEITH MARKS, Store 287, Spokane, Wash.
HENRY KUMST, Store 512, Hamburg, Germany
KLAUS BOY, Store 516, Hamburg, Germany
CHARLES WRIGHT, Store 125, Jonesboro, Ark.
DAVID CRAMPTON, Store 212, Shrewsbury, Eng.
HARRY RAWLINGS, Store 440/O, Westminster, Cal.
THOMAS McMANUS, Store 663, Billings, Mont.
CLAUS WILKINGHOFF, Store 211, Medicine Hat, Alta.
CHARLES MANN, Store 161, Monroe, La.
JOHN MILLER, Store 155, No. Little Rock, Ark.
BARRY BOOCKOCK, Store 136, Middle Brighton, Australia
NICK TUCKER, Store 188, Forrest City, Ark.
TOM ATKINS, Store 187, Bastrop, La.
RAY COSTON, Store 163, West Monroe, La.
BILL BOLIN, Store 126, Pine Bluff, Ark.
JACK SLATE, Store 388, Ft. Worth, Tex.
ARLEY NEWMAN, Store 195, Garland, Tex.
WM. CROW, Store 351, Arkansas City, Kans.
HOYLE BAKER, Store 148, Pine Bluff, Ark.
ERNEST DRAIN, Store 158, Springdale, Ark.
GERALD DOMAN, Store 208, Salt Lake City, Utah
RONALD ROSENBAUGH, Store 354, Everett, Wash.
CHESTER COMPTON, Store 477, Tulsa, Okla.

PRODUCE DEPARTMENT MANAGERS

HOWARD LEE, JR., Store 527/P, Monrovia, Calif.
DAVID TETRICK, Store 605/B, Bishop, Calif.
CLIFFORD ARNESON, Store 250, Anaconda, Mont.
ARTHUR STEILLING, Store 663, Billings, Mont.
GARY GERLACH, Store 244, Calgary, Alberta
RICHARD SWIFT, Store 519, Amarillo, Texas
ALLAN POULTON, Store 220, Birmingham, England
NEIL GROVES, Store 224, Walton-on-Thames, Eng.
CLYDE PERKINS, Store 632, Raytown, Mo.
STEPHEN BRIDEWELL, Store 292, Haysville, Kans.
JOHN KAEDING, Store 266, Austin, Texas
NATHANIEL COLEMAN, Store 199, Dallas, Tex.
MATT BECKHAM, Store 194, Ruston, La.
RUBEN STOCKER, Store 201, Pine Bluff, Ark.
CHARLES MARSH, Store 187, Bastrop, La.
BILL CARY, Store 183, Greenwood, Miss.
CHARLES WAITS, Store 156, Hot Springs, Ark.
GENE TOMBOLI, Store 155, No. Little Rock, Ark.
MARVIN STILLWELL, Store 125, Jonesboro, Ark.
LONNIE STATION, Store 174, Little Rock, Ark.
MARLIN ALRED, Store 149, Benton, Ark.
DOUGLAS FISHER, Store 181, Greenville, Miss.
JERRY POLLOCK, Store 161, Dallas, Texas
RAY GOODMAN, Store 225, East Ham, London, Eng.
BARRY WRIGHT, Store 114, Denison, Iowa
ERNEST BRAMELL, Store 641, Kansas City, Mo.
EDGAR WOLTKAMP, Store 628, Olathe, Kans.
RALPH JONES, Store 192, Blytheville, Ark.
WALLY HOLDREDGE, Store 105, Boone, Iowa
FREDERICK COOPER, Store 653, Missouri Valley, Iowa
DONALD PITCHFORD, Store 455, Nampa, Idaho
JOHN VAN GILDER, Store 411, Tulsa, Okla.
LEON BECKMAN, Store 701, Pratt, Kans.
ALAN HENNESSY, Store 351, Arkansas City, Kans.
HUGH INSKEEP, Store 113, Tracy, Calif.
GLENN HELM, Store 354, Everett, Wash.
GARY GROVE, Store 348, Raymond, Wash.
GARY LENZ, Store 446, Arlington, Wash.
GLEN TELLINGHUSEN, Store 381, Pullman, Wash.
LONNIE FUHRMAN, Store 280, Colfax, Wash.
PAUL PERKINS, Store 368, Montpelier, Idaho
RICHARD SMITH, Store 372, Layton, Utah
JAMES HILL, Store 255, Shawlands Cross, Glasgow, Scotland
JOE CONWAY, Store 108, Kilburn, London, England
ROBERT BURROW, Store 201, Bedford, England
DANNY GJERTSON, Store 403, Anchorage, Alaska
PETER FLOCAS, Store 102, Chelsea, Australia
PHIL STRATI, Store 107, Mentone, Australia
JOHN ARGIROPOULOS, Store 109, Burwood, Aust.

OTHER STORE PROMOTIONS

Bakery Department Managers:

LOUIS SMITH, JR., Store 329, Tacoma, Wash.
LARRY LaFEVRE, Store 209, Salt Lake City, Utah
LOUIS GARZA, Store 511, Lincoln, Nebr.
BUNNY CARTER, Store 269, Dallas, Texas
DENNIS WALLA, Store 662, Sidney, Mont.
RAYMOND LONGIE, Store 659, Billings, Mont.
BILL GREENFIELD, Store 663, Billings, Mont.
WILLIAM HILL, Store 185, Carmichael, Calif.

Delicatessen Department Managers:

JOHN HENWOOD, Store 220, Birmingham, England
ANDREAS ADAMOU, Store 108, Kilburn, England

Grocery Department Managers:

LANNY HANSEN, Store 108, Magna, Utah
LAVOR HEMMERT, Store 368, Montpelier, Idaho
NOEL THOMPSON, Store 133, Greensborough, Aust.
JOHN COUSINS, Store 109, Burwood, Australia
WM. SYMONS, Store 373, Pocatello, Idaho
ROBERT ROUGHTON, Store 220, Birmingham, Eng.
I. MACE HOLLAND, Store 17, Salt Lake City, Utah
BRENT SHARP, Store 92, Salt Lake City, Utah
DANNY McLAUGHLIN, Store 203, Leicester, Eng.

Snack Bar Managers:

MARY ABERNETHY, Store 228, Muirend, Scotland
EMMA LEE ANDERSON, Store 271, Austin, Texas
NANCY CARTWRIGHT, Store 132/W, Pac. Palisades, Calif.
MARY RUSKAMP, Store 638, Overland Park, Kans.

OTHER PROMOTIONS

DELORES JONES, Data Processing Mgr., Phoenix Zone Office; formerly Computer Operator, same Office.
CLYDE IRELAN, Retail Op. Industrial Engineer, Store Op. & Methods Engineering Dept., Oakland Admin. Office; formerly Chief Industrial Engineer, Seattle Div.
DALE HENDREN, Chief Industrial Engineer, Seattle Div.; formerly Study Supervisor in Training, Bellevue, Wash.
DICK CHILDS, Personnel Specialist, Ret. Acct. Div., Oakland Admin. Office; formerly Employment Rep., Richmond Distr. Center, San Francisco Div.
TED HILGERSON, Bakery Merchandiser, Seattle Div.; formerly Bakery Mgr., Store 427, Tacoma, Wash.
VICTOR WANIFUCHI, Ranch Cartoning Mgr., Denver, Colo. Egg. Dept.; formerly Procurement & Shipping Supervisor, same Plant.
LARRY REDMAN, Field Representative, Riverside, Calif. Egg Dept.; formerly, Adrian, Minn. Egg Dept.
EDWARD SHIPLEY, Egg Breaking Foreman, Riverside, Calif. Egg Dept.; formerly Field Rep., Searcy, Ark.
AL BEAUCHAMP, Plant Foreman, Edmonton, Alta. Egg Dept.; formerly Working Foreman, same Plant.
LOUIS PIERCE, Pre-Pack Produce Plant Mgr., Spokane, Wash.; formerly at Shelley, Idaho.
TOM McDONELL, Training Instructor, Oklahoma City Div.; formerly at Store 70, Okla. City, Okla.
LEE JACKSON, Produce Merchandiser, Oklahoma City Div.; formerly Produce Dept. Mgr., Store 123, Okla. City, Okla.
D. R. WEEKS, Mgr. Industrial Engineering Dept., Washington, D.C. Div.; formerly Senior Industrial Engineer, same Div.; previous to that, was employed in Denver Div.
J. B. "BUD" O'DELL, Branch Mgr., Produce Buying Dept., Idaho Buying operations; formerly Buyer.
DALE MORRISON, Salvage Dept. Mgr., Bellevue, Wash.; formerly Salvage Warehouse Trainee.
RON VAN VLEET, Perishable Goods Warehouse Mgr., Bellevue, Wash.; formerly Perishable Goods Warehouse Supt.
CLAUDE ERWIN, Shipping Foreman, Meat Whse., Garland, Tex.; formerly Order Filler, same Whse.
HENRY HUNT, Sanitation Foreman, Meat Warehouse, Garland, Tex.; formerly Cutter Breaker, same Whse.
BOBBY MILBY, Foreman, Grocery Whse., Garland, Tex.; formerly Fork Lift Op., same Whse.
MELVIN BUELTEL, Produce Merchandiser, Dallas, Tex.; formerly Produce Dept. Mgr., Store 161, Dallas.

Coming: "4-BILLION BREAKER" Contest!

ACCIDENTS CAN BE FUN!

NOTHING is more serious in the world of business than injuries suffered by employees and customers as a result of carelessness. Not only is the matter of human suffering of grave concern, but the drain on a company's profits should not be minimized. Time off by an injured employee, or a law suit filed by an injured customer, costs us money. Accidents due to carelessness can, and should be, avoided.

Every Division in Safeway is aware of the problem, and all are constantly seeking ways to combat the frequency of on-the-job accidents.

One approach that reaped good results took place in the San Francisco Division. They tackled the serious problem by mingling a bit of fun in the process. Here's how John K. Philpott, Public Relations Section Manager of the Division, describes their accident-reducing experiment:

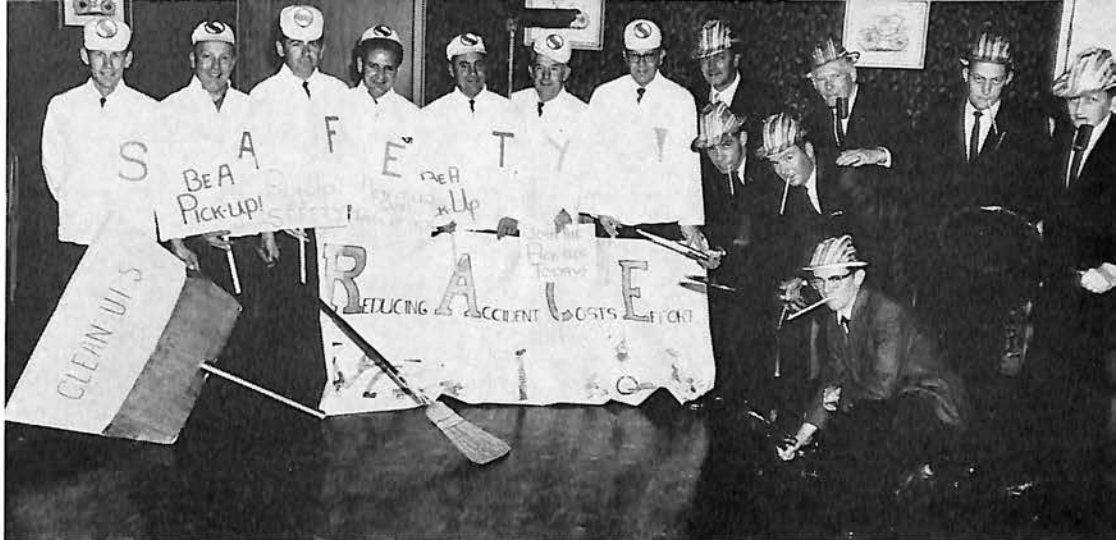
"As you know," states Philpott, "the San Francisco Division conducted a special *Reducing Accident Costs Effort* from the period October 1, 1968 through March 31, 1969. The program, which quickly became known by the acronym, R.A.C.E., was a two-pronged attack on accident costs. We strove to reduce customer accident costs by stimulating perfect house-keeping in our stores. We strove to reduce employee accidents through increased training and supervision on the proper methods of handling tools and of lifting."

The "R.A.C.E." became a contest between the East Bay and West Bay Retail Operating Areas, then tightened into District vs. District contests. "To stimulate a little more interest," Philpott reports, "it was agreed that the teams with the greatest accident costs would buy steak dinners for their opponents, and serve them!"

Greater than the prize of steak dinners was the stake won by the Division: a reduction of over \$30,000 in accident costs from that of the previous comparable period, despite the fact that they had 8% more employees and a substantial increase in customer count and sales.

A lot of fun ensued (as the photos indicate), but nothing funny about the results. Funny, isn't it, that it takes a contest of some sort to get some of us to do what should come natural?

Or, are we at SAFEWAY NEWS becoming too serious? . . .



CLEAN-UP committee, above, depicting spirit of RACE shows Monte Kerr, Herman Griffin, Jack Williams, Jay Rendon, Al Gomes, Joe Johnson, C. C. Peterson, Lou Ondrasek, Wayne Madden, Len Hatfield, Ed Jensen; and (front) Jim Neitte, Bob Nicolson, Don Bauman. BELOW, the victors being feted and served are: F. E. Burdick, W. E. Schroeder, R. A. Vevoda, R. C. Barlow, John Chostner, Andy Luchi, W. G. Husted, R. Baumgartner. "Waiters" are R. Oberdorf, A. C. Schafer, V. T. Jenkins, C. C. Peterson, T. L. Prentiss, Jr.; J. R. Ball, Roger Lundgren, J. Bible.



THE WINNERS receiving plaques from John Philpott (at left in each photo above) F. E. Burdick, West Bay Retail Operations Manager; and, in right photo, District Manager Ron Vevoda, Santa Clara District.

WHY I CHOSE SAFEWAY FOR MY CAREER

By John Hintz

EDITOR'S NOTE: In this series, having employees tell us why they chose Safeway for their careers, it's interesting to note a thread of similarity that runs through each story. No matter what the employee's job or position may be, each loves what he's doing. This brings to mind again the old bromide: No work is hard unless you would rather be doing something else. How true! John Hintz, the author of this career story, is pictured below with his lovely wife, Ellen, and two children, Jennifer, 9, John, 4. That he loves his work is clearly revealed in the article, opposite. He should feel right at home living on the island of Oahu in Hawaii, as he was born on an island!—Alameda, Calif. His transfer-promotion to Honolulu became effective June 15, 1969.

Bet by now the Hintz family is sporting colorful "Aloha" garb!



MY FIRST contact with Safeway came while working on a small truck farm on Bay Farm Island in Alameda. This was during the summers and weekends while attending school. At this time, I became acquainted with Safeway field buyers and receiving clerks at the Pre-Pakt plant in Oakland. It was from them that I learned what a wonderful organization that Safeway is. The growers that I worked for and others in the area had the finest respect for Safeway's produce operation. It was at this time that I chose Safeway for my career.

In June of 1957, I was interviewed and went to work for the Pre-Pakt plant in Oakland. My first job with the Company was unloading stalks of bananas from rail cars. I was told that a good produce man starts at the bottom! This was an experience never to be forgotten.

I was then promoted to a shipping and receiving clerk position and gained valuable experience in the inspection and handling of fresh fruits and vegetables. In 1961, I requested a transfer to the retail stores to work in produce at this level. This, I believe, is the backbone of the Company. What you learn at the retail level will be of great value in all other facets of the food industry.

After working in several retail stores, I was then promoted to Produce Supply Manager of the San Francisco Division. There, I gained valuable experience in inventory control, marketing and merchandising. I then requested a transfer to the Produce Buying Department and spent approximately two years in the San Diego and the Klamath Falls, Oregon areas as a Field Buyer. In this position, I dealt directly with growers and shippers at the shipping level.

In 1967, I returned to the San Francisco Division as Produce Supply Manager where I continued to gain valuable experience in the produce operation. Then in June of this year, I was promoted to Produce Merchandising Manager of the Hawaiian District.

Throughout the years, I have become acquainted with many people in the produce industry and it is a wonderful feeling to work for a Company that draws the respect that Safeway does. Many times, I have asked myself, where else could I have gained this valuable experience and knowledge? I am looking forward to a long career with Safeway and many more valuable years with a wonderful, progressive Company.



WHAT'S SO DIFFERENT about a Safeway tractor and trailer? Plenty, as this series reveals. At right: viewing tractors lined up for delivery to Safeway at a Kansas City plant are Marsh Burton (center) Safeway Maintenance Consultant; Jerry Van Sloan and Bob Griswold of Kenworth Motor Truck Company.


Part 1—Buying Tractors

HOW SAFEWAY MANAGES TO EXCEL IN TRUCKING MERCHANDISE


By Abel F. Lemes

NOW, LADIES, don't for a moment think this subject isn't of interest to women. If you love babies; if you love horses; if you love money—let me take you to my leader!

My leader (in journalistic jargon shortened to lead) is an exclusive exposé of a distinguished member of the world's famed trucking family. It's called Tractor.

A tractor by any name, if it bears a red  birthmark, is a baby that is the pride and joy of our trucking family. It's unique, as you will see. I saw when I recently visited a tractor assembly plant in Kansas City, Mo., where a large order of Safeway tractors was being worked on.

This Kenworth Motor Truck Company plant is typical of the country's leading tractor producers from whom we purchase equipment. At the present moment, as this is being written, we are having tractors built for us by other manufacturers at plants located in several other states.

I mentioned "tractors *built for us*," and this is true. We have certain features built into our equipment that are strictly Safeway specifications. Hence, no matter what name the tractor bears, if it was born with that familiar red  it possesses qualities inherited from an imposing list of progenitors—Safeway's trucking experts who are continually conceiving new "brain-children" for the makers of our trucking equipment.

Clair Hill, Manager of our Transport Purchasing and Maintenance Dept., and

rated one of the most knowledgeable authorities in his field, accompanied me on this Kansas City plant visit.

"Before we sign a contract with a supplier," Hill explained, "we make sure our specifications are agreed upon. The alterations that we make on standard tractor models are aimed at safety, driver comfort, and lowering the cost of upkeep. While initially some of our demands may cost

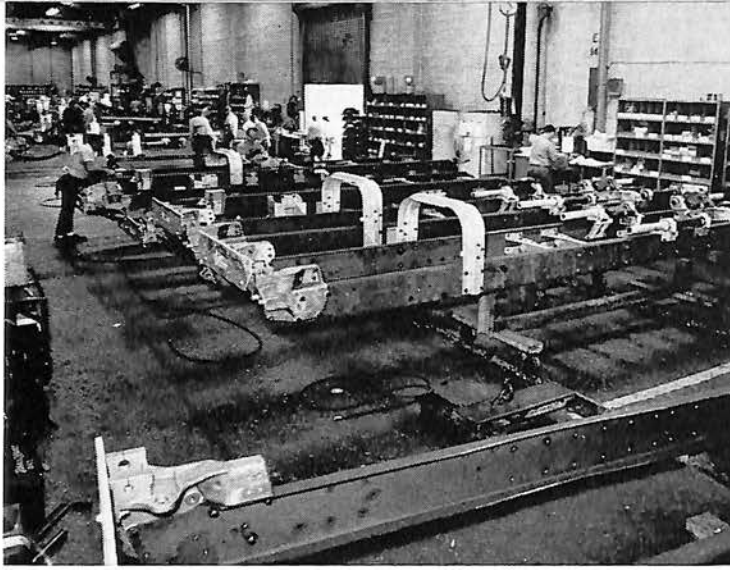
more than if we bought a standard model, we benefit from them in the end result."

Let me list some of the innovations we've specified (which are further detailed in the photo captions):

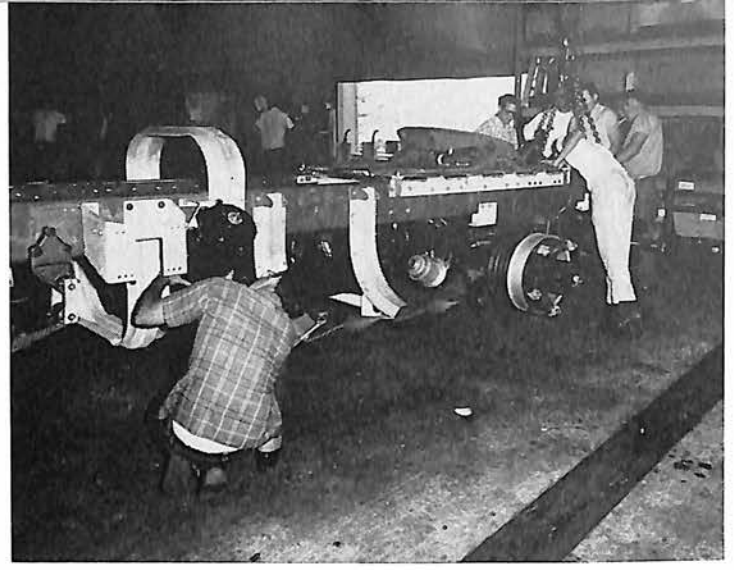
- We insist on a specially designed, reinforced bumper with a scuff plate facing each front tire. This plate adds safety in case of an accident. It prevents the bumper from jamming into the tire tread and turn-

TYPICAL SESSION of Safeway buyers meeting with trucking equipment suppliers to review our specifications is scene below. From left: E. Clair Hill, Manager of Safeway's Transport Purchasing and Maintenance Dept.; Marsh Burton of Hill's staff; Lew Gerlach, Fleet Sales Mgr. of Kenworth; and Gerry Bolen, Kenworth Sales Engineer. Safeway's rep often "lives" at plant during production of tractor order.





SKELETON of tractors are the steel frames. Above, the assembly line where cross members and suspensions for rear axles are being installed. Much welding and rigid bolting assures heavy-duty life.



HERE the axles and fuel tank brackets are being added to frame. There are two fuel tanks, each has 80-100 gallon capacity of diesel fuel. Tractors average about $4\frac{1}{2}$ miles per gal. The "fifth wheel" is also added here.

Buying Tractors—Continued

ing or locking the wheels out of the driver's control.

- On our line equipment, we put safety stabilizers on the front axle. In event of a tire blowout at high speed, driver is less likely to lose control.

- Inside the driver's cab, when possible, regardless of the make of tractor, we specify location of all critical controls, such as air pressure gauges, parking brake, even the air horn. Thus, a driver, in an emergency, knows instinctively the location of all vital instruments no matter what type of rig he's operating.

- We pioneered in an Air Brake Filtration System, which removes water and sludge in the entire braking system and assures dependability *under any weather conditions*. Remember, we operate in areas where the temperature often drops to minus 40 degrees.

- We specify heaters that will maintain a prescribed temperature inside the cab under any winter conditions.

- We developed uniform method of installing all electrical and air lines, having them situated where they escape fraying from road debris and are readily visible for inspection. This gives us preventive advantage *before* trouble starts.

- An idea, which originated in our Denver Division Repair Shop, led to development of a unique water cooling system, which prolongs engine life and which others are now adapting. In addition, on top of the radiator tank we have installed a coolant viewing glass for easy checking of the coolant level. We don't want radiator cap removed unless water is needed.

Such are some of the alterations we have made in tractors produced for Safeway, and Hill is quick to point out that many of the ideas originate in the field—that is,

from our truck drivers and Division repair shops. These employees are the real "test pilots" who contribute firsthand knowledge of the pros and cons inherent in various tractor models.

Incidentally, the difference between a truck and a tractor (glad you asked the question!) is this: a tractor *pulls* its cargo (in a trailer, e.g.), while a truck *carries* a load in its own body. Got it?


We mentioned horses at the outstart, and this subject may surprise you as it did me. The largest diesel engine we have is 340 horsepower (range of hp is 200 to 340 in our tractors). Now, of course, many "family cars" have engines with as much horsepower—but how come a truck or tractor can haul immensely greater tonnage? In trying to answer this, first mistake I made was thinking in terms of a racing thoroughbred. A horse is a horse, but there are differences! In a tractor engine, one should think in terms of dray horses, built for power. The difference is in torque (which Webster defines as "*that which produces rotation; the turning power of a shaft*"). Another simple way of explanation is in RPMs (revolutions per minute): a truck or tractor gets its horsepower at lower speeds; a passenger vehicle at higher speeds.

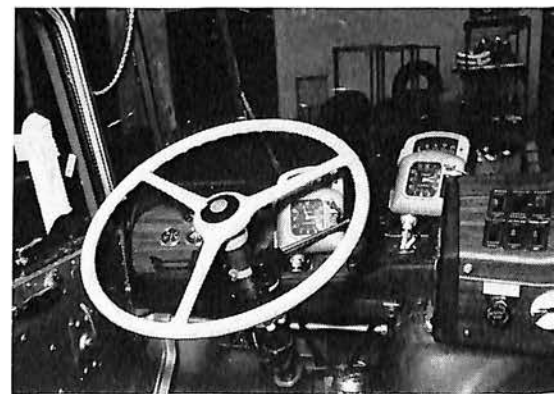
We are, Hill states, experimenting with engines that have higher horsepower. Not essentially to provide greater road speed, but additional power to maintain a pace on hills to avoid impeding the flow of traffic. This, you must agree, is a public relations gesture!

Actually, we strive to buy more "built-in" power than is immediately needed. This places less strain on the equipment and prolongs its life. Consider this fact: a tractor engine generally travels about 300,000 miles before it needs an overhaul, and over a million miles before senility sets in! To achieve this longevity, we must

be sure of the product at the outstart, and we must be sure it receives proper maintenance checking every day of its life. We'll go into this interesting phase of our trucking operations in subsequent chapters of this series.

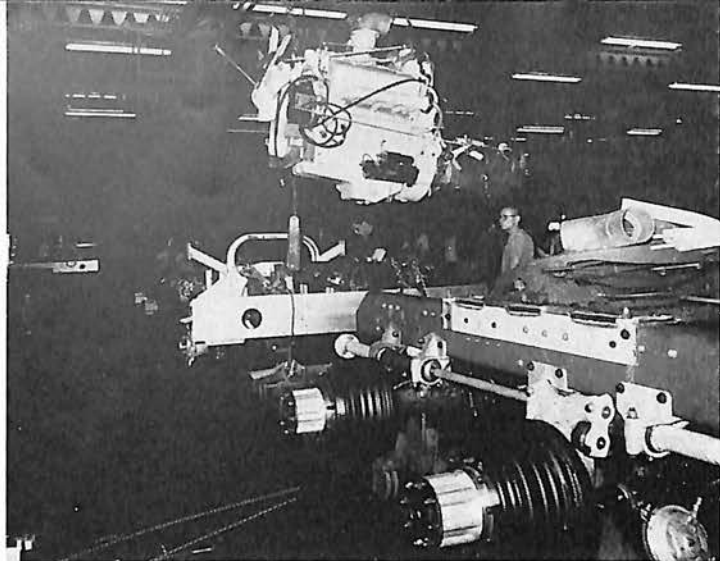
One final note concerning our fleet of tractors. The volume of tonnage being handled by our Retail Divisions naturally determines the hauling capacity required. Sometimes the tonnage volume may fluctuate, and more or less hauling equipment may be needed. This is where our "standardization buying program" pays off. The uniformity of equipment and parts enables us to interchange equipment in any Division. Thus we have, literally, a "family fleet" of tractors regardless of who builds the equipment for us.

Next time you see one of our  rigs (tractor and trailer) purring along the road, think of these babies as the work horses of our multi-billion-\$ business. Their "birthmark" is the hallmark of quality in the world of trucking.



A LOOK inside tractor's cab gives better appreciation of instruments and controls that a driver must master. We standardize all installations, as explained in the article. Two clocks are a tachometer and speedometer, each with graph inside that records engine revolutions and road speed, plus time of day (valuable information).

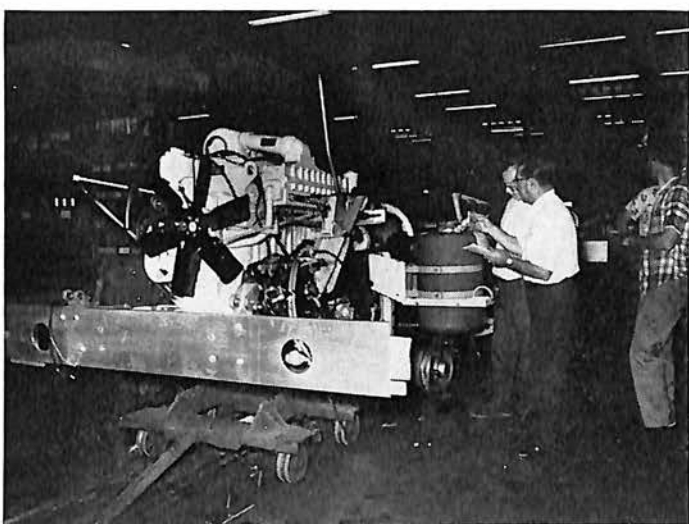
Coming: "4-BILLION BREAKER" Contest!



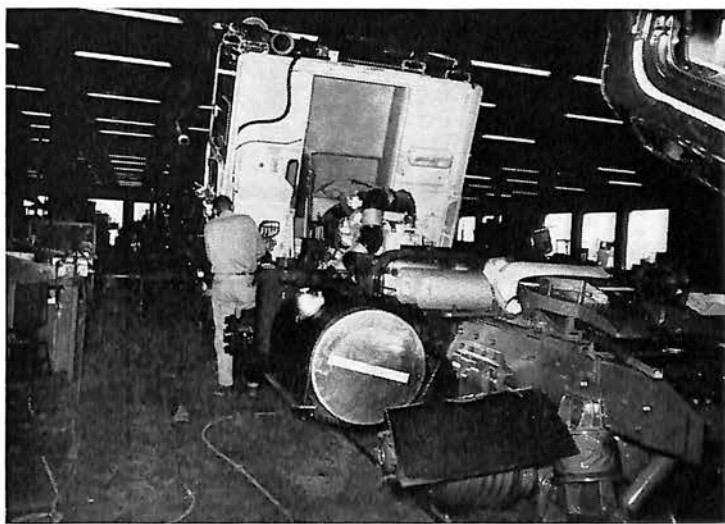
FIFTH WHEEL, where trailer "rides" on tractor, is centered above rear axles. Photo shows "Engine Set" on assembly line, where engine and transmission are installed. Brake drums in foreground are specially balanced for us.



BECOMING MORE complicated as the budding tractor moves along the assembly line, all accessories such as radiator, wiring, piping, fuel tanks are added here. Chassis next moves to paint shop for preservative sprucing.



YOUR Roving Reporter is seen, above, gathering eye-witness data for this story. Must note here that plant isn't as dark inside as photo indicates; in fact, the skilled workmen are justifiably proud of their modern plant.



ABOVE, the "Cab Drop," as tractor reaches the final stage (it comes fresh from paint shop, glistening with Safeway's "Tahoe Green" color). The wheels, mufflers, exhaust pipes, final connecting of wires, are done here. 9

ROAD TEST of 20 miles is made, below, before the tractor is approved for Safeway. The random load of iron weighs about 55,000 lbs. including flat-bed trailer. Tractor weighs approx. 13,500 lbs. Front bumper is 94 inches long, 10 inches deep, made of heat-treated manganese alloy steel.



SIGNED, sealed and delivered (photo at right), a finished Safeway tractor returns from road test and meets approval. On hand are Jack Anderson (left to right), K. C. Division Manager; Clair Hill; Jim Wilhoyte, Kenworth Chief Engineer; Lew Gerlach, Sales Manager; and F. C. Haskell, K. C. Division Trucking Dept. Manager. As with any tractor made for Safeway, it rates "among the finest money can buy."





OMAHA, NEBR.—Among those attending Bread Plant service award dinner were, l. to r., Kenneth Dietz (10 years); Rose Santa Luca (40); Donald Syas (15); Stanley Logan (5); Plant Mgr. E. Nowotny. Rose, who retires end of 1969, spent her entire 40 years on same job: Chief Clerk in Bakery Office.



LOS ANGELES, CALIF.—Duo in center are Paul Sanchez and Joe Pinela, who are now retired, having chalked up 36 and 45 years respectively. Both were employed at warehouse here and above receive congratulations of Grocery Warehouse Mgr. Joe Mayfield, left, and Warehouse Op. Mgr. Wilson Kenny.



OAKLAND, CALIF.—Grouped for presentation of awards to Dairy Div. employees at honoring dinner here are, from left, Div. Mgr. Loyd Fox; Food Technologist Don Smith, Lab Technician Marguerite Roonan (both 15-year awardees); Vice Pres. L. N. Hoopes, who made presentations; Quality Control Sec. Mgr. John Bantly (15); R. L. Winslow, Manager QC-Research Dept.

RIGHT: Spokane Div.. Controller W. R. Mulette cuts handsomely-decorated cake presented by Accounting employees shown with him, in honor of his 30th anniversary of employment with Safeway. He began career in Butte Accounting Office and has been Spokane Controller for the past four years.



ADDING YEARS TO CAREERS



OAKLAND ADMINISTRATIVE OFFICE—Attending recent presentation of quarter-century service award to Vice President-Southern California Division Manager Earl Smith, 2nd from right, holding Award clock, were, left to right: Vice President Henry Clay, Board Chairman Robert A. Magowan; Mrs. Smith; Vice President W. C. Peet, Jr. (rear); and, far right, Executive Vice President William S. Mitchell.

ANCHORAGE, ALASKA—Holding service awards below are Barbara Lord, #400 (5 years); Mina Blevins, Store 404, and Elda Martinez, Store 400 (both 10); Mgr. John Gjertson, #400 (20 years).





VANCOUVER, B.C.—Honored at dinner held here recently were long-time employees of Macdonalds Consolidated Supply Division. Group seated, front, all received 5-year awards; l. to r.: Mary Ambrose, Joyce Smith, Annette Keilbach, Ann Leask, Maria Franko, Marion Knight, Virginia Irving, Leah Stratis. Standing, Tom Pastuck (30-year award), Alan Galbraith (10), Mona McInerney (5), Bill Westhara (20), Charlie Simmons (30), Joseph Giasson (10), Bill Templeton (20), Charlie Johnson (20), Division Manager Al Brackman (35), Fay Van Dusen (5), Jim Brown (20), Alex Barstow (25). Five others were unable to attend.



PORTLAND, ORE.—A charm signifying 20 years of employment with Safeway is now dangling from bracelet of Secretary Helen Renfrew, above, with presentation made to her by her boss, Retail Operations Manager A. M. Douglass.



SEATTLE, WASH.—Shop Supt. Brice Ridlon, right, informally presents to Mechanic Argales Peterson tie-clasp bearing 20th Anniversary S insignia. For service less than 25 years, choice of tie-lac, tie-clasp or tie-bar is offered.



PORTLAND DIV.—Six new members were welcomed to Quarter Century Club (25 years' employment) at recent annual banquet here: above, l. to r., Harold Slack, Alta Johnston, Lew Kirlin, Jane Sharlock, Harold Mannagh, and H. Wolfer.



LEFT: Tulsa's first 40-year employee is Mildred Bone, Bookkeeper, above, receiving jeweled (3-diamond) award from Controller P. E. Cotham; popular Millie has "mothered" hundreds of new employees during this span. **RIGHT:** Waco District Manager G. M. Zirkle congratulates Meat Cutter Frank Mitchell, Store 202, Ennis, Texas, who recently marked his 15th year with Safeway.



LEFT: Phoenix Division Manager Henry Frank, right, presents 25-year award to Driver Ramon Salazar, who's never had a day off in that time due to accident or sickness, has never had a major driving accident, for past 13 years no accidents. **RIGHT:** Southern England District Manager Pat Kieran presents 5-year award to Pamela Smith of Store 107, Wimbledon, London.



NORMAN, OKLA.—Mgr. Archie Varner, Store 42, left, proudly holds his 25-year award watch, presented by District Manager Leonard McKinney.

BEDFORD, ENGLAND—Four 5-year service awards were recently earned by staff of Store 201; from left, District Mgr. C. A. Cook, who presented awards to Bakery Mgr. W. Mackness, Meat Mgr. T. McGory, Fish Dept. Mgr. B. Lawrence, Prod. Dept. Mgr. B. Cox; at right, looking on, is Store Mgr. W. Fennessey.



President Lauds Truck Driver's Skill in AVERTING TRAGEDY

IT'S SHORTLY after 5 o'clock on busy Nimitz Freeway in Oakland, Calif. Four lanes of homeward-bound traffic are rolling along south at a steady 45 miles per hour. Suddenly the driver of a station wagon in the far left fast lane spots—on the far right—the exit she wants, zigs across the three lanes of traffic in a last-minute attempt to gain the turn-off. In doing this, she cuts directly in front of a big Safeway truck, and to horrified commuters in adjacent cars, there seems no way to avoid a bad accident. But even in the face of the apparently impossible, our experienced Safeway drivers can sometimes perform near-miracles. Through quick

thinking and skillful handling of his rig, our alert driver managed to avoid hitting her. The incident, perhaps to him almost routine, came to Safeway's attention through a witness, coincidentally a fellow Safeway employee—an Administrative Office secretary, whose car, too, would have been involved in the seemingly inevitable multiple smash-up. She memorized the number of the cab and trailer, wrote to President Quentin Reynolds to express her thanks ("a small word in this instance, especially to someone who probably saved several lives, including mine"). The driver was identified as Herbert Shepherd (*see*



picture, above). In turn, Pres. Reynolds wrote to Driver Shepherd, commending his skillful maneuvering which averted possible tragedy. He has been with Safeway five years.



His First Aid Training Saves Small Boy's Life

BECAUSE Ken Brock (*picture, left*) once took time out to learn life-saving procedures, a small boy, Francisco Valdez, aged 4, is today alive.

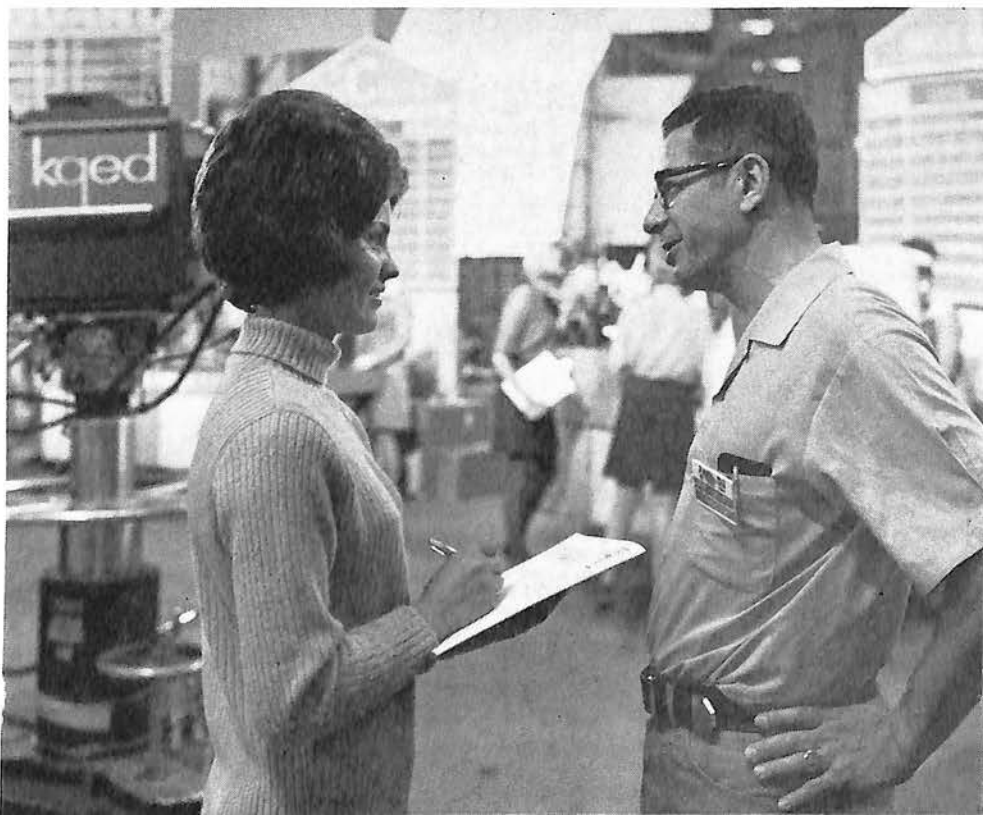
Ken, a Food Clerk at Store 496, Salinas, Calif. was on duty in the store when he saw the child collapse after hitting his head. He rushed over, discovered the boy had stopped breathing, immediately began mouth-to-mouth resuscitation. For a few agonizing moments, nothing happened,

but then the value of Ken's training became dramatically apparent and the child started breathing on his own again.

In a letter to District Mgr. Wm. Schroeder concerning the episode, Salinas Fire Dept. Chief Paul Mehringer wrote, "This fast and efficient action by Mr. Brock saved this young boy's life. I know it is reward enough to know you have saved a life, and what a wonderful feeling it is, but Mr. Brock certainly deserves commendation for a job well done. You are fortunate indeed to have an employee like him."

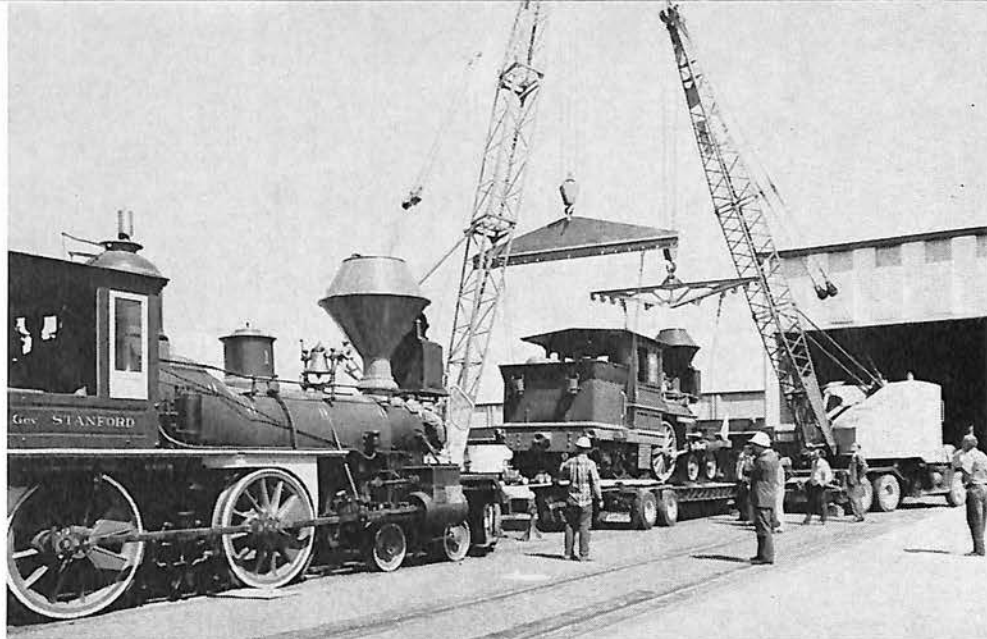
TV Auction Glitters With Charm of Safeway Employee

ONE of the most popular events in San Francisco is educational TV Station KQED's annual auction to help provide funds for forthcoming year's operations (community-supported station accepts no advertising). *Everyone* gets in the act. Stores, firms, private citizens donate merchandise, services, personal possessions such as art, antiques—everything from a roundtrip to, say, Tahiti, to a celebrity's offer to host a dinner in his own home. Auction goes on day and night for a week (this year June 1-7). TV cameras telecast each item offered, with enthusiastic verbal description by local V.I.P.s acting as volunteer auctioneers, viewers phone in their highest bid to volunteers manning battery of telephones; computers, clerical workers check details. Auction activity annually draws more than a thousand such volunteers, among them this year pretty Arlind Exter, right, shown with KQED Producer Jerry Marans. She was "lent" to auction by our Oakland Data Processing Center.



"Old Ironsides" IN SAFEWAY WAREHOUSE

ARE WE NOW stocking iron horses in our Sacramento warehouse? In a way. When the city of Sacramento made public its months of futile efforts to find a place to store several priceless 19th century locomotives pending a permanent home, Safeway rode to the rescue, offered the use of part of our new Sacramento Distribution Center as a community service. In picture at right, the historic locomotive C. P. Huntington is being carefully lifted off a flatbed truck onto tracks, before being pushed into the warehouse, along with the Gov. Leland Stanford (left) and the J. W. Bowker engines which will share temporary home. Another engine, the 97-year-old "Genoa," joined the trio later; it had been on loan in Utah, playing a leading



Sacramento Bee

role in Centennial ceremonies marking the historic link-up of the first U. S. transcontinental railroad at Promontory, Utah in May 1869. The engines may be stored as long as three to five years, depending on

funds now being raised to finance a permanent railroad museum in proposed Old Sacramento State Park. The Gov. Stanford is considered the most valuable 19th century locomotive extant (dates back to 1863).



Safeway's Charcoal Helps Young Scientist Win Award

YOUNG Douglas Buron, left, who will enter junior high school (7th grade) this fall in San Jose, Calif., has a scientific turn of mind. When his parents, outdoor cookery fans, complained the briquets they used in their smoke oven, considered the best on the market, were also the most costly, Douglas began a series of experiments, turned the results into a school science project. He tried six different brands of briquets, checked the oven temperature every 15 minutes for four hours to determine which burned hottest, kept heat, etc. The winner: Safeway's Ozark!

Douglas found that these 100% Hard wood Charcoal Briquets, produced for us in the Ozarks of Arkansas and Missouri, "were constant and held the heat consistently longer than any of the other 5 brands . . . we now know, too, the highest-priced product doesn't always mean it's the best product." His experiment won 1st prize at his school, 2nd prize ribbon at County-wide Science Fair. He credits Teacher Nicholas Sanford for inspiring his interest in science. He's also athletic-minded, plays baseball, swims. The son of Mr. and Mrs. Charles Buron, Jr., he has one brother, 14.

Fred B. Atkisson's Formula For Retirement: KEEP BUSY!

THE SECRET of keeping young is to keep busy, particularly to keep busy helping and working with the young. That's the philosophy of Fred B. Atkisson, who practices what he preaches. He retired from Safeway in 1955, is now 79, and has just received an award for 10 years' continuous service at Children's Mercy Hospital in Kansas City, Mo., an institution dedicated to the care of sick children regardless of ability to pay. Atkisson was originally hired for three days' work by predecessor Piggly Wiggly in 1924. At the time Safeway appeared on the scene, he was a checker in the Kansas City warehouse, later pioneered

the Salvage Dept., was still employed in that department on retirement. Not ready for the "rocking chair," he looked around for another job, found one in the storeroom of Mercy Hospital, makes no mention of retiring for the second time. In photo at right he is shown, seated, with Hospital's Henry Crumble and Purchasing Agent Martha Wentland. His daughter, Juanita (Mrs. Lyle) Bennett, is an Admitting Clerk at the same hospital. She writes, "My father enjoyed his years with Safeway, still loves to fish and camp, thinks youngsters are 'special,' and everyone likes having him around . . ."





LEFT: Proud father Robert Kiser, El Paso Div. Store Stocking Supervisor, with daughter Debra, 14, recently initiated as a charter member of Junior National Honor Society, Terrace Hills School, El Paso; selection was based on grades, conduct. RIGHT: Active in the "California Players," Earline Fleming, Oakland Admin. Office Secretary, is shown costumed for role in group's recent presentation of Gilbert & Sullivan's "Trial by Jury."

LEFT: Rudolph Ludeman, Pueblo, Colo. District Mgr., is new President of local Goodwill Industries. CENTER: Exchange Club selected Dewey Parish, Courtesy Clerk, #336, Yakima, Wash., as "Boy of the Month" in honor of scholastic, athletic achievements. RIGHT: Bakery Div. Quality Assurance Dept. Mgr. Wm. Ziemke, San Jose, Calif., has been elected President of American Society of Bakery Engineers (3,500 members in 40 countries).



AUSTRALIAN DIV.—Unusual pattern of photo above is made UP of patterns! When mfr. ceased business, Div. bought entire stock, 200,000 patterns, bargain-priced it, ladies came running. Display is at Store 131, Glen Waverley.



SPOKANE, WASH.—The two lovelies causing big smile of PR Mgr. Reubin Kissler are, left, Miss America 1969 (Judith Ford) and Lilac Festival Queen Judy Swanson; all participated in Lilac Parade (Kissler's been a Director for 4 years).



SAN FRANCISCO—The 35-year career of newly-retired Anne Harrington, above, included clerking at many stores, managership during World War II; honoring her at luncheon are DM J. Chostner, Store Managers Don Woebecke, Ed Nickels.

PORTLAND, ORE.—Div. Mgr. Fred MacRae, left, in his capacity as Cmdr. of Flotilla 73, Coast Guard Auxiliary, receives instructions in use of cardiac kit from Dr. R. Lahti; though kit was assembled especially for emergency use in case of coronary attacks among boaters during Columbia River salmon fishing season, it will always be available aboard Auxiliary patrol boat.

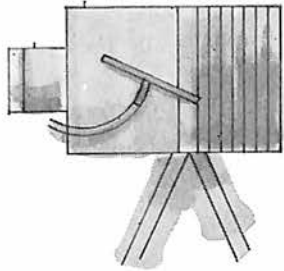


PHOENIX, ARIZ.—Air Force Capt. Barbara Stern, below, zooms around in a 10-minute shopping spree, 1st prize in ladies' free throw contest sponsored by Phoenix Suns Professional Basketball Team and Safeway; with aid of Coach Johnny Kerr, who pushed the carts, she collected \$1,897 in groceries.





VANCOUVER, B.C.—Attending Company-wide Credit Union conference here recently were C.U. Managers, other representatives, from U.S. and Canada Divisions. L. to r., seated, W. Craig, H. Garvin, A. Craig, V. Ciabattari, E. Richards, Dorothy Innes, A. Corra, R. Vanderveen, R. Henritze, R. Shirk. Standing, L. A. Gunzelman, W. Pidwerbesky, G. Menard, E. White, J. Outsen, F. Dempsey, R. Jackson, G. McConachie, D. Gates, G. Kennedy, G. Behrmann, W. Makar, R. V. Cuenca, G. Green, Mary Williams, B. Ridlon, Ila Phipps, J. Gilliland, L. Cole, R. Weineke, J. Flaherty, P. King, P. Deleuw, A. Alsop, R. Zenefski, J. Megason.



NEWS PHOTOS



OAKLAND, CALIF.—Attending Construction Superintendents' Training Conference here in May were, seated, l. to r., clockwise: J. Allen, P. Talbott, C. Collins, L. Dunson, W. Hart, R. Kendall, R. Nelson, G. Olmstead, R. Steelhammer, W. Braunle, L. Adams, R. Hodge; standing, D. J. McKinnon, R. A. Ibarrolle, J. Amos, R. Jones, W. Mortenson, J. Guarino, A. Lawall, G. Saiz.



CASTRO VALLEY, CALIF.—Chestmobile of the TB Ass'n of Alameda County was recently stationed for three weeks at parking lot of Store 498; helping to register public for TB tests were volunteers Mrs. Harold Holmes, center, and Mrs. Robert Justus, shown above with Store Manager Tommy Exline.



OAKLAND, CALIF.—Several times each year Truck Operations Dept. conducts Distribution Management course for U.S., Canada and Australian Trucking Dept. employees; attending session above are, l. to r., Herb Morff, So. Calif.; Tom Coles, Butte; Leo Murphy, Omaha; Truck Op. staffers Carl Olson, Don Ballard (Instructor), L. D. McLaurin; Clinton Barbee, Beverage Dept., Dallas; Al Bryceson, Sacramento Division; Norm Engemoen, Vancouver, B. C. Div.

SCOUT TRAINING SAVES A LIFE

FORTUNATELY for Everett Nicely, Meat Cutter at Store 312, Hemet, Calif., fellow Meat Cutter Waldo Cox happened to be on duty on a memorable day last May. Everett's knife slipped from a bone while he was removing a sirloin tip from a beef round, plunged into his abdomen, severing two main arteries and two veins. As he collapsed, he called to Cox, working nearby. Waldo, a former Scoutmaster who has taught many boys First Aid, quickly removed clothing covering the wound and started applying pressure to the correct pressure points. He managed to slow the bleeding enough to save Everett's life in the 15 or 20 minutes before ambulance arrived. When Everett reached hospital, his



heart had stopped beating and he had lost 7½ pints of blood. Emergency treatment restored breathing, and he was in surgery 4½ hours. Modest Cox refused picture publicity until Store Manager Harold Johnsen bribed him by promising to relay Cox's suggestion that all Meat Cutters be given instructions in First Aid. Photo above, Meat Cutters Cox, left, and Nicely.

SANTA FE SPRINGS, CALIF.—Accompanied by their teacher from Morse High School, San Diego, high school class tour our Distribution Center here with much interest, under tutelage of Distribution Center Manager Ralph Wells. 15



Record Sales

We had record sales and near-record earnings for the first 12-week and 24-week periods of 1969, ending June 14, despite three major strikes which adversely affected operations during the latter part of this period (two of which were still in effect at the time of the news release).

Consolidated unaudited sales for the periods showed an increase of 11% over comparable periods in 1968. Sales for the 12-week period in 1969 were \$927,335,000, compared to 1968 sales of \$834,646,000. For the 24-week period, 1969 sales were \$1,818,182,000 compared to 1968 sales of \$1,637,146,000.

For the 12 weeks ended June 14, 1969, our consolidated unaudited net income, after taxes, was \$13,431,000, an increase of 7% over 1968 net income of \$12,509,000. Consolidated unaudited 1969 net income, after taxes, for the 24-week period was \$25,274,000, an increase of 10% over 1968 net income of \$23,025,000.

Net income per share in 1969 was 53¢ for the 12-week period, and 99¢ for the 24-week period, versus 50¢ and 90¢ for the comparable periods in 1968.

We had 2,253 stores in operation as of June 14, 1969, compared to 2,236 as of that date last year.

Management Changes

After nearly 36 years of service with Safeway, Tulsa Division Manager Fred E. Rowland retired on June 28. His successor is John W. Warthan, promoted from Dallas Div. Retail Operations Manager; the latter in turn has been succeeded by Carey E. Ford, Jr., who recently returned from the United Kingdom Div. [see June '69 issue].

"Fred will be greatly missed," said President Quentin Reynolds in announcing the retirement. "Especially in our Arkansas and Oklahoma operations where he has been a mainstay for the major part of his career."

Rowland began with the Company in his native Little Rock as a Food Clerk in September 1933, moved through the stores to become a District Manager in 1947, then Tulsa Zone Manager in 1951 (during this period, 1945 through late 1949, he

also served as a SAFEWAY NEWS reporter for that area). He left Tulsa in 1953 to serve as Division Manager of the Phoenix, Kansas City and New York Divisions, respectively, returning to Tulsa as its Division Manager in 1959.

Rowland's successor John Warthan served as Dallas Division's Retail Operations Manager for seven years. Before that, his career had been in the Washington, D.C. Division, where he started as a Food Clerk in 1936, became a Store Manager, then District Manager from 1952 to the time he was promoted to the Dallas post.

Both Warthan and Ford attended the Management Development Program; Warthan the 4th Session, Jan.-March 1961, and Ford the 2nd Session, May-July 1960.

United Kingdom Changes

J. L. Repass, whose U.K. Division assignment has been extended, has taken over the new position of England Retail Operations Manager. Reporting to him will be his successor, T. E. Spratt, new Southern Zone Retail Operations Manager, and C. A. Cook, new Northern Zone Retail Operations Manager, replacing W. H. Haupt who is returning to the United States. Succeeding Cook as Manager of District 5 is G. D. Eastwood, who recently attended the 21st Session of the Management Development Program (March-May 1969) in California.

New Canadian Division

On July 13, our Toronto operations were established as a Retail Division, with David Laub appointed as its first Division Manager, reporting to W. J. Kraft, Canadian Regional Manager. For the time being, the Toronto Division will draw upon the Winnipeg Division for the services of latter's backstage operations as needed. Our first store is scheduled to open in September.

Laub's career spans many years with Safeway and several assignments, including a start as a Food Clerk, on to District Manager both in Canada and the U.S., Zone Manager in Regina, Division Manager in the United Kingdom, and for the past year special operational projects at Oakland Administrative Headquarters. Assisting him in the Toronto Division is H. J. "Pete" Choquette as District Manager, transferred to this assignment from a similar post in the Winnipeg Division. Another newly-appointed staff assistant is Al Reid, Realty Manager.

Ralph Pringle Dies

Long-time employees will well remember Ralph Pringle, who passed away at his home in Palm Springs, California on June 20. Born in Garden City, Missouri in 1891, Mr. Pringle moved to Idaho in 1907, and in 1919 joined Skaggs Stores, forerunner of Safeway Stores. He held many positions in Safeway, and at the time of his retirement in 1949, was serving as Los Angeles Division Manager. He was one of four brothers who had long-time careers with Safeway.

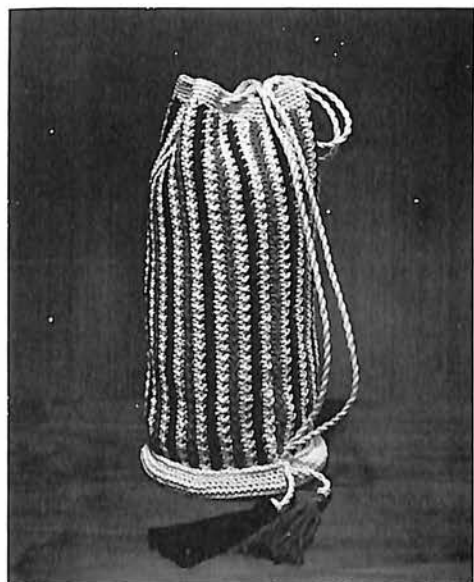
FAREWELL luncheon held by Drug Center employees in Oakland for David Laub, newly-appointed Manager of our Toronto Division (see item), was attended by, front, left to right: Laub, John Cable, Jack Skram, Jack Blatnick, Curt Romelt; standing, Harold Boone, Fleming Pope, Jack Williams, Joe Renfro, Harold Meon. For past year Laub has been on special assignment with Drug Centers.



HOME



HINTS



Pictured above is an attractive version of the doughboy's duffle bag of yesteryear. Its civilian stripes are blue, green and ecru (or any other bright combination of cotton yarn). This crocheted bag has a round base and a drawstring top; it is about 15 inches long. As a tote bag, its year-round uses are endless. You can sling it over your shoulder on a long double cord, ending in tassels. Free instructions are available by sending a postcard request to **SAFEGWAY NEWS**, P.O. Box 1168, Oakland, Calif. 94604; ask for "Tote Bag" leaflet.

Barbecue a Turkey

Turkeys are becoming increasingly popular for summer outdoor cookery. Marinated barbecued turkey is a simple way to prepare this distinguished bird. Turkey can be cooked on a rotisserie or baked in the oven with the same tantalizing results. To marinate the turkey (see below for two suggested marinades), simply place an 8-16 pound turkey in a large plastic bag in a bowl. Pour the marinade into the cavity and tightly close the bag. Refrigerate the turkey for at least 8 hours, turning it occasionally to distribute the marinade evenly, so the entire turkey is well flavored. When ready to cook, remove the turkey from the

bag and drain. (Save the marinade.) Securely fasten bird to the rotisserie spit or place it in a roasting pan for the oven. Insert a thermometer in the thickest part of the breast. Cook until thermometer registers 185 degrees. On the rotisserie this is 2½ to 3½ hours for an 8-10 pound turkey, 3½ to 5 hours for a 10-16 pound one; if baked in a 325° oven, this is 3 to 3½ hours for an 8-12 pound bird, 3½ to 4 hours for a 12-16 lb. bird. Baste with marinade during last hour of cooking.

Lemon Barbecue Marinade: Dissolve 4 tablespoons salt in 1 cup warm water, add 1 cup lemon juice, 1½ teaspoons Tabasco sauce, 1 tablespoon garlic juice, 1 teaspoon liquid smoke.

Turkey Barbecue Marinade: Blend together 1 pint Sauterne wine, one 6-oz. bottle soy sauce, ½ cup salad oil, 1 cup chopped onion, 1 teaspoon garlic powder, 1 teaspoon monosodium glutamate, 1 teaspoon ground ginger.

Barbecue Heat Can Damage

Speaking of barbecues, a recent news story warns excessive heat may damage trees. Barbecues, trash fires nearby, and tramping down soil above roots can cause tree damage. Tree expert Robert A. Bartlett is quoted as saying, "Evergreens have been known to die in a single season from the heat of a barbecue grill. Any fire near a tree is dangerous to the tree as well as to people. Even outdoor lights placed too close to foliage can cause burning. Heat scorches branches, and an injured branch will weaken an entire tree." Article also pointed out that tramping packs soil, cuts off air and permits runoff of rain, since the tree roots no longer can easily absorb water. Excess tramping is especially injurious to shallow-rooted trees, such as dogwood, beech, maple, yellow poplar. If people must gather near trees, place flagstones in the root area. Rainfall and air will seep around the stones into the soil. Article further warns against stringing clothesline and wires from trees. The ropes and wires eventually will girdle the tree trunk or limb and injure the bark.

Peach of a Dessert

On Page 3 you'll find some "peachy" information. While nothing really beats eating a peach out of hand, family desserts often call for cooked fruit, such as "Baked Peaches": Wash and peel six peaches, halve the fruit and remove pits. Arrange halves hollow side up in a shallow baking pan. Combine ¼ cup sugar and 2 teaspoons lemon juice with ½ cup boiling water. Pour over fruit. Sprinkle with 2 tablespoons brown sugar and dot with 2 teaspoons butter. Add a dash of cinnamon or nutmeg. Bake, uncovered until tender, about 30 minutes. Serve hot or cold with cream or ice cream. Serves 6.

Sun Care

How much sun is too much? The California Medical Association in a timely news release warns of serious problems that can arise from overexposure to the sun. Skin damaged by the sun's ultraviolet rays "weathers," becomes dry, wrinkled and thickened, and the scaly patches which may subsequently appear on the face, scalp or other exposed areas can be the forerunner of skin cancer, the CMA warns. Here are the CMA's suggestions for sensible sunning: Remember that the summer sun is least likely to damage your skin before 10 in the morning and after 4 in the afternoon. Because not all commercial suntan preparations are protective in screening out ultraviolet rays, you should ask your physician to recommend one. Do not apply oils such as baby oil or olive for sun protection—that's not their purpose, and they increase the damage rather than prevent it, says the CMA. Also, if you sunburn easily, keep yourself covered while in the sun. Hats are particularly important—especially for the man whose hair is thinning.

Melon Time

Any type of melon is a treat during the summer, especially popular cantaloupes and honeydews. The best cantaloupe has a thick, coarse netting. Check the ripeness by looking for a smooth stem scar, a color change to yellowish buff or gray or pale yellow and a characteristic fruity odor. Most cantaloupes are quite firm when displayed in the stores, and while some may be ripe, most will not yet have reached their best eating stage. Hold cantaloupes for two to four days at room temperature to allow completion of ripening. Then refrigerate and use within a short time.

Honeydews are ripe when the rind has a creamy to yellowish color. The blossom end opposite the stem end will soften slightly when ripe. Immature honeydews are whitish green, but they keep well. To ripen a honeydew, keep it at ordinary room temperatures.

Coming: "4-BILLION BREAKER" Contest!

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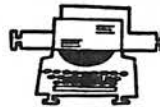
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From the Editor's Notebook



THAT PHOTO, below, looks like a rehearsal for an exciting stage play, such as *Front Page*. But it's a real-life drama in the office of SAFEWAY NEWS. And exciting it was. Here's the *Who, What, When, Where, Why*: At about 2:00 p.m., July 7th, a robber made off with a bag of money from a "Coin Shop" around the corner from our building, 510-16th St., Oakland. The owner grabbed a gun and gave chase. Just as the robber reached our building, the owner fired a shot (into the air), which panicked the young thief. He dropped the bag of dough and ran desperately inside our building looking for an escape route. Hearing the shot, seeing this guy dash toward her, Doris Hardin, our Receptionist, said later that it happened so fast she didn't have time to faint. The fleeing thief dashed around a hallway, into and through your editor's office, made a leap for freedom through some 8-foot drapes and crashed through a 3/8 inch plate glass window into a sloping driveway. Cut and bleeding, the poor guy tried another dash for freedom but was tackled by a bystander. That's all there was to it, except for your expected question: "What did you do when the robber ran through your office?" Well, like a true Roving Reporter, I was roving and arrived on the scene about 15 minutes after it happened. Good thing, too, or Doris and I would both be members of the I-Almost-Fainted-Club. There's an ironic twist to this. The guy doesn't know he did us a favor: we're having a window-type air conditioner installed in that very window. It was planned a couple of days before the incident occurred!

o o o

LEAVE it to Wesley Odell, who is on the staff of Vice President Paul Baumgart,

head of our Economic Research Dept., to help us fill this space. He took a syndicated article written by newsman Anatole Shub, which appeared in the *S. F. Chronicle* (headed "Soviet Economy—A Lousy Life") and came up with some interesting facts. For example, the article stated that fresh tomatoes at collective farm markets in Moscow cost 5 rubles per pound, when available, during last winter. And the average Soviet wage is less than 30 rubles per week. These figures, states Wes, lead to the following comparisons:

"To purchase a pound of tomatoes, the Russian worker would have to spend 1/6 of his weekly wage, or about 17%.

"The average American," Wes points out, "spends only about 17% of his *disposable income* (which is income after paying Federal income taxes) in the purchase of ALL his food needs—which includes food bought for consumption at home as well as the cost of meals eaten out.

"The price to the Russian worker of 5 rubles per pound for tomatoes, a 6th of his weekly wage, would be equivalent to the average American earning \$108 per week spending \$18 for a pound of tomatoes—and we think they are sky high at 49¢ per pound!"

A can of pears (from Hungary), states the article, cost 1.05 rubles—about 3.5% of the wage earner's weekly wage. Taking that same percentage of the average weekly wage earned by U.S. employees in non-agricultural establishments in 1968, the can of pears would cost about \$3.78!

Seems to this observer that we Americans are not only first in putting a pair on the moon, the anti-capitalist countries are far behind in putting a pear on the average worker's table. Our cost of living may be high, but we shoot high for our way of life. We have our pockets of poverty, unfortunately, but fortunately we have the best system in the world for solving our problems. If we keep our cool, and work together, we'll have the moon in the palm of our hands and take "a giant step forward for all mankind." Those who think otherwise don't live in the U.S.A.

OFFICER E. Lamp, of the Oakland Police Dept., queries your editor about broken window (see lead item).

