

(P. ADV.)

New Safeway Store All Set for Preview Tonight

Ultra-modern Plan Features Huge Mart

Newest business establishment on the Salem scene is the huge new Safeway Store at 1265 Center Street. The new store will open its doors for the first time this evening, when Safeway officials will be hosts to the public at a pre-opening preview.

Of ultra-modern design, and prominently identified by a towering pillar emblazoned with the firm name, the store is located on the site formerly occupied by the old Washington elementary school.

Exterior of the store is of red brick, with aluminum trim. Total building area occupies 20,500 square feet.

Surrounding the building is a paved parking area, which will accommodate 188 cars. Convenient entrances and exits to and from the four streets surrounding the property, are provided.

A small area of decorative glass brick is built into the front wall of the building. There are no other windows. There are two entrances facing 12th and 13th streets. Three "shadow box" display windows provide room for store merchandising material.

18 Island Displays

The sales area inside the store accounts for 13,000 square feet. In addition to wall shelving, there are 18 island displays, which will accommodate the 2,300 grocery items which Safeway will offer for sale at this store.

The produce section occupies one corner of the sales room, and is equipped with 72 feet of modern refrigerated produce display cases. Dairy products will be housed in 76 feet of open-top refrigerated display cases. The ice cream cabinet accounts for an additional 9 lineal feet. Frozen food cabinets take up 30 lineal feet of display space.

Ten streamlined checkstands have been installed in the new Safeway, for maximum service.

Meats will be displayed in 72 feet of refrigerated self-service cases. Located directly behind these cases is a modern cutting and packaging room, where Safeway meat cutters and wrappers will prepare the meats for display.

Refrigerated Lockers

Stock room and work areas account for 7,500 square feet. These include refrigerated lockers for dairy products, produce, meats, and frozen foods.

Rest rooms and locker rooms are provided for the store's employees.

Interior lighting is fluorescent, and has been engineered to provide an even distribution of light throughout the store.

The manager's office is linked with all sections of the store by an intercommunications system.

Sixteen giant compressors, housed in their own special room, provide the impetus for the store's elaborate air-conditioning system, and the many refrigerated display cases.

Music Piped to Store

Recorded music is piped to the new Safeway over an FM radio station. Special speakers fitted into the ceiling of the store, distribute the music evenly. The music creates a pleasant atmosphere for customers.

Other stores of this design have been planned for other Oregon cities. This store, however, is presently the largest Safeway store in the state. A sister unit is scheduled for opening later this year in Portland.

TOYS AMONG NEW LINES

Along the new lines to be handled at the new Safeway Store are Christmas cards and wrappings and a wide selection of toys.

SUPERVISES 9 OPENINGS

C. M. Heltzel, Salem district manager for Safeway Stores, has supervised the opening of nine new Safeway Stores since January 1949.

Carl Lagerfeld Manager for Big New Store

Carlos "Carl" Lagerfeld, a Safeway employee since 1931, and a Salem resident for the past 10 years, has been named manager of the new Center Street Safeway.

Lagerfeld moves here from his former position as manager of the Safeway store at 1420 State street, now closed.

He has spent most of his years with Safeway in Salem and Silverton.

At the new store, he will supervise the 50 full and part-time employees that are required to operate a store of this size.

In charge of the new self-service meat section at the Center Street Safeway will be Clarence Cox, who, like Lagerfeld, moves here from the old State Street store.

Cox served with the U. S. Air Force in World War II as a pilot, and joined Safeway on his separation from service.

He will supervise ordering, cutting, packaging, and display of meats. He will be assisted in his duties by a specially trained crew of meat cutters and wrappers.

Assistant manager of the new store will be Clyde Meighen, who also served in a similar capacity at the State Street location.

Meighen has been a Safeway employee, and a Salem resident, since July, 1946.

Richard Reed, a newcomer to the Safeway organization in Salem, will be in charge of the produce section. Reed moves here from Springfield, where he was employed at the Safeway store in that city. He has been with Safeway for five years.

That the store will be competently managed, is made evident by the 35 years of Safeway service which these four men have compiled.

Glass Reduced For Strength And Efficiency

A noticeable lack of large areas of plate glass in the new Safeway store at 12th and Center Streets raises the question, "Why?"

First, overall structural strength is achieved through a minimum use of plate glass.

Second, it results in a more efficient operation of the store's elaborate air-conditioning system.

Scientifically designed and engineered fluorescent lighting throughout the building provides the most efficient lighting possible.

Highly perishable foods are not exposed to direct sun rays. This factor, combined with air-conditioning and refrigerated display cases, affords more complete protection of these foods.

This architectural feature is predominant in the new stores now being built by Safeway.

Safeway Meat Easy to Buy

The typical family man admits he knows little about meat. For this reason, and because he is a "busy man," he usually balks when asked to do the family grocery shopping.

Meats displayed in self-service cases, such as shoppers at the new Center Street Safeway Store will find, have made shopping easier for the men folk.

There is little chance for error in selecting the type and quantity of meat desired. Each package displayed in the Safeway Store self-service cases gives a complete description of the meat, total weight, price per pound and total price of the package.

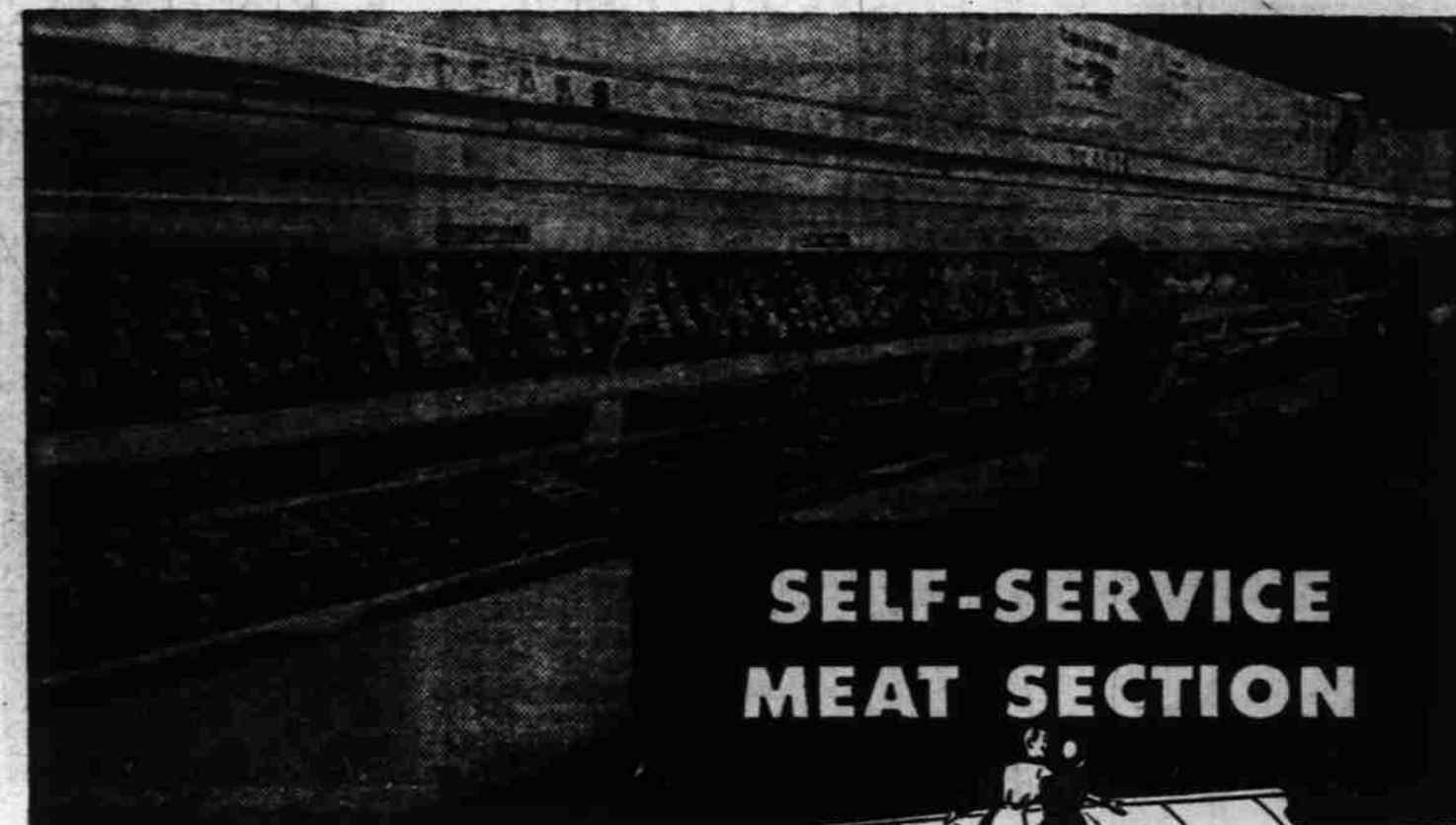
Shoppers unable to find exactly what they want in the display case can get special meat cutter service.

State Street Store Closed; Staff Goes To Big New Mart

The Safeway store at 1420 State Street, which has been in operation since January, 1941, has been closed, Safeway officials have announced.

Employees of the State Street store will move to the new Center Street store, where they will continue under the direction of Manager Carl Lagerfeld.

Four other Safeway units in Salem will remain open. They are located at 2120 N. Fairgrounds Rd., 245 Court Street, 935 S. Commercial, and 1230 N. Broadway.

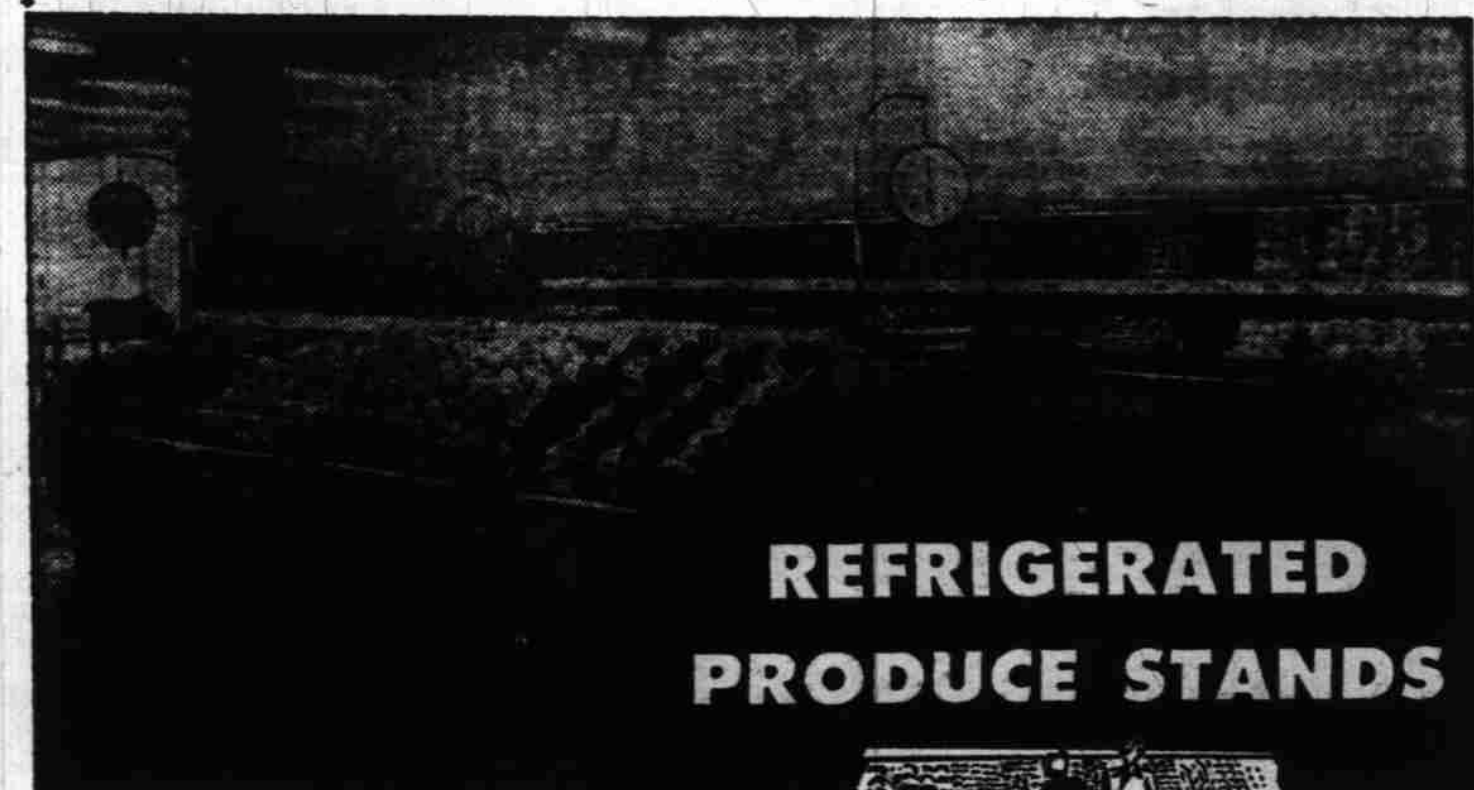


SELF-SERVICE MEAT SECTION

Another Feature of The

NEW SAFEGWAY STORE—12th AT CENTER STS.

Here you can shop for those famed Safeway Guaranteed Meats as quickly or as leisurely as you choose. The meats are cut and packaged at the store in a spotless preparation room located directly behind the display cases. Skilled employees cut and package the cuts. Each package is then plainly marked with full description of the meat, price per pound, total weight and total price of the package.

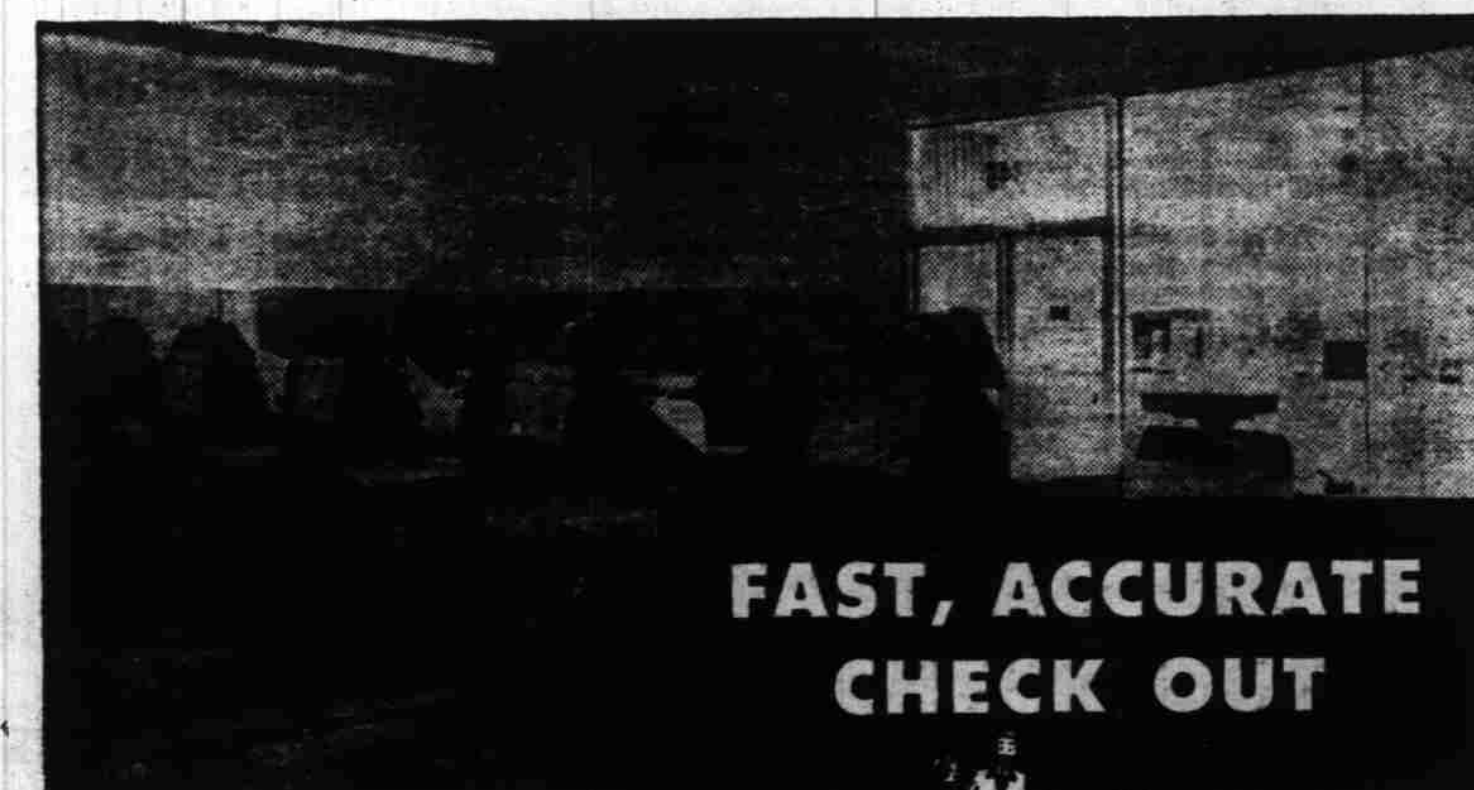


REFRIGERATED PRODUCE STANDS

Another Feature of The

NEW SAFEGWAY STORE—12th AT CENTER STS.

Highly perishable fruits and vegetables love refrigeration. Soft fruits and green leaf vegetables stay crisp, look better, taste better when their farm-fresh goodness is protected and preserved by these modern refrigerated display cases. Controlled currents of refrigerated air are constantly circulated through the displays to achieve this protection of flavor, appearance and goodness. You will enjoy this finer produce service at Safeway.



FAST, ACCURATE CHECK OUT

Another Feature of The

NEW SAFEGWAY STORE—12th AT CENTER STS.

Ten of these streamlined checkstands have been installed at the new Safeway store on Center street to insure fast, efficient recording of your purchases. You'll have no cause to wait for service in seemingly endless lines. Courteous checkers will tabulate your purchases quickly -- call out the price of each item as it is rung up on the cash register. Speedy service is just one of the many shopping conveniences you will find at Salem's most up-to-the-minute grocery store.



T. M. MEDFORD

Retail operations manager for Safeway in Oregon and southwest Washington is T. M. "Ted" Medford, former Salem district manager. He supervises operations of the 101 retail stores in Safeway's Portland division.

While in Salem, Mr. Medford took an active part in civic affairs, and though now a resident of Portland, he still retains a keen interest in this community.

Commenting on the completion of Safeway's newest Salem unit, Medford declared, "We are proud in being able to bring to Salem the finest and most modern food store on the Pacific coast -- the type of store of which the people of Salem are so justly deserving."

"We hope our many friends will honor us with their presence Tuesday evening when we hold our pre-opening preview at the new store."

Store Rises On Historic School Site

The site of Safeway's huge new market is a historic one in Salem. It was on this ground that the old Washington school served the city as its major educational institution for many years.

The site is bounded by North 12th, Center, 13th and Marion streets.

West half of the ground was leased for school use in 1887 for \$200, and on it a \$4700 building was constructed. The east half was purchased in 1883 for \$1300, and in that year construction was started on the Washington school. The cost had been estimated at \$8000.

But then, as now, there were building difficulties, and two years later the structure still was incomplete.

So a new contract was drawn, by which R. T. Denhem was to complete the building within five months at an additional cost of \$13,000. The building finally was ready for occupancy in 1887--all 12 rooms--and the first class was graduated Jan. 22, 1888. Several of the original graduating class still reside in Salem.

Washington school went only to the 8th grade until 1915. In that year, since a high school had been completed and was in operation by then, Washington became a junior high and continued such until 1924 when it again became an elementary school. It continued in operation, although parts of it were unused because of condemnation, until 1949.

The records of Connell Ward, business manager of the Salem school district, indicate that around 4000 pupils were graduated from Washington school in its 62 years of operation. Now it has given way to more modern structures elsewhere and its site becomes the location for a great modern store.

Many Problems of Planning, Detail Met in Carrying Out Huge Venture

You open your newspaper, and you read that the big new Safeway Store in Salem is ready to open for business. But what goes on behind the scenes to open a store such as this, is a story in itself.

To begin with, a site must be chosen. It must meet many requirements, providing space for the store building itself, and ample space for customer parking. It must be strategically located to reach traffic flowing in and out of the trading area. It must provide easy access to and from the parking areas.

After a site is acquired, construction estimates must be reviewed, bids solicited, contracts let for the construction to follow. Equipment and fixtures especially designed for the building, must be assembled from shipping points throughout the United States. Skilled workmen must then complete the project. Quite often there are material shortages to contend with, unforeseen construction delays due to inclement weather. In short, getting the building itself completed is a big job.

And what good is a grocery store without groceries to sell? That's the next chore.

Safeway buyers choose from thousands of items offered by packers, wholesalers, and food brokers. Orders are placed.

New Lines of Merchandise At Safeway

New and expanded lines of merchandise will be offered to customers at the new Center Street Safeway.

Shoppers at this store will find a large selection of magazines housed at a special display near the front of the store. Best selling titles in fiction and non-fiction magazines, popular comics, and pocket-edition novels will be stocked.

In addition to these two new lines, present lines of food products now stocked by Safeway will be supplemented at the new store by new items, and a greater selection of brands and sizes.

The new stocking program is made possible by the greater size of Salem's new Safeway Stores, which provides 13,000 square feet for the display of merchandise.

Family Circle Magazine Has Big Circulation

Family Circle Magazine, long associated with Safeway Stores in the northwest, continues to rank high among magazines sold through retail grocery stores. Average monthly sale of the popular monthly magazine now exceeds 8,000,000 copies.

Starting as a four-page "give-away," the magazine now has grown to a full-size publication, which averages 160 pages each issue. Four-color illustrations, and a wealth of homemaking ideas and meal-planning features, highlight each issue. The new issue of Family Circle goes on sale at Salem Safeway stores on the last Thursday of each month.

Radio Broadcast Will Originate at Safeway

An on-the-spot broadcast, over the facilities of radio station KSLM, will originate from the new Safeway store Tuesday afternoon. Dave Hoss, of the KSLM staff, will serve as Master of Ceremonies. The program will include a description of the store, interviews with Safeway department heads, and a brief store-opening ceremony.

Shipping Instructions are Given. Shipment to Safeway warehouses is followed in rapid succession by shipment to the store by Safeway trucks.

Stocking is another important task. You don't just "find room" for the 2300 items that are stocked in this 1951 edition of a Safeway store. Long hours are spent by Safeway executives in working out a detailed stocking plan, that dictates precisely "what goes where."

Then there is the matter of personnel. A Safeway store of this size gives employment to approximately 50 full and part-time employees. Many of these men and women will be new to Safeway. They must be trained to fill their assignments. This is the job of Safeway Training Instructors. Asa Denny, the new employees go through a short but thorough training period, where they are indoctrinated in Safeway methods of store operation, which includes checking, stocking, handling and display of produce items, wrapping and packaging of self-service meats, and customer service.

The new store will also serve as a training base for Safeway managers, who will eventually operate similar stores in other parts of Oregon and southern Washington. Jim Scott, Safeway

manager in Longview, Wash., will spend several weeks in Salem, acquainting himself with the problems he will encounter when the new Longview Safeway opens early in 1952.

There are delivery schedules to arrange, to insure an even flow of merchandise from the warehouse to the store shelves, without overcrowding storage facilities at the store, while, at the same time, assuring a maximum display of merchandise by the time the store opens for business.

There are licenses to obtain, payrolls to be prepared, advertising to be placed with newspapers and radio stations, work schedules to be arranged. District Manager Heltzel, and Store Manager Lagerfeld, are given an assist on these assignments by other Safeway executives.

And then opening day arrives. The show is on the road. The men and women of Safeway look about them, proud of their accomplishments of the work-filled days behind them. To them, the big job lies ahead -- that of showing "the new babe" at its best, and to give fast, courteous, efficient service to the customers that visit the store on opening day.

It's all part of the game in the fascinating business of modern-day merchandising.