

'Safeway--Finest Grocery Facility That Can Be Built'

"Safeway is sold on the O'Neill trade area and had decided its people merit the finest grocery store facility that can be built. The store you see here today is it!" says Tom Cronin, manager of the new store.

The store is 72 feet by 100 feet in size, occupying 9,200 square feet of ground area. The building is constructed of reinforced concrete, brick and glazed tile. The floor is covered with asphalt tile and the ceiling of fibre-board material laid up in panels. A special type of plate glass designed to reduce heat transfer and eliminate fogging has been installed.

The lighting involves an integrated system of fluorescent lamps throughout the store and an inter-communication system permits quick contact with all personnel. A number of the latest self-

vice food shopping ideas are included in the new store. Along with many new and different items that will be introduced to the O'Neill folks for the first time. A modern wrinkle is the \$4 lineal feet of open top refrigerated display case for dairy products, frozen prepackaged meats, fruits, vegetables and juices.

The meat department provides 25 feet of refrigerated display case for customer selection and two meat cutters will be stationed behind the counter to help customers make their selections, cut their orders and wrap them.

About 15 employees will be kept busy filling shelves and checking purchases, Tom said. In addition to the refrigerated cases, four islands of shelving, plus shelving along the walls, hold what Cronin says is a vast selection of grocery items.

The nested shopping carriers in which customers wheel their purchases are streamlined for space saving and equipped with small seats in which mothers may place their small children while shopping.

Three check stands will afford shoppers speedy, efficient check-out service. A drinking fountain is provided for the thirsty shopper.

The store also features two coffee mills for the "grind it yourself" set. And to delight the youngsters, and a few adults, 15 feet of candy display is provided. This display has a colorful, revolving carousel over the top.

Special emphasis is placed on the cake and bread display. It is a Colonial design with interior illumination.

The entire store is kept spotlessly clean at all times by an automatic scrubbing machine. This machine is of square, box-like construction and stands about three feet high. It does the scrubbing, rinsing, waxing and polishing job with the flick of a switch. The floors can be cleaned at any time of the day without interfering with customers shopping in the store. Though this machine sounds like the answer to a housewife's dream—the cost makes it almost prohibitive in a home—they cost a little over \$1,000 each.

For storage purposes a meat cooler box is provided in the meat cutting area. This walk-in cooler contains 1,344 cubic feet. Frozen foods will have 888 cubic feet of storage space and 832 cubic feet of back loading beverage case is provided.

Fifty-one lineal feet of produce case is provided in the sales-room. This produce case is refrigerated and mechanically kept at the proper temperature for produce. An incinerator is provided for the latest, cleanest method of waste disposal.

Abundant Parking
Off-street parking is provided for about 47 cars. The parking lot is illuminated by mercury-vapor type lights. The lot is on the east side of the building, which, in days gone by, successively housed the Mellor Motor company and the Lohaus Motor company.

The store sign is on the front of the building and is a horizontal illuminated sign. Also a parking lot sign is provided.

Mr. Cronin pointed out while being interviewed that "the Beckenhauer Brothers Construction company, who had the general contract, did an excellent job in building this store for Safeway and the people of O'Neill. Many local sub-contractors figured in the construction of this store, including James Davidson & Sons, Northwest Electric Motor Service, Donohoe Construction Company and O'Neill Neon Sign Company".

Tom further said, "The major part of construction materials were provided through O'Neill business firms."

The store was designed by R. F. Hennig of Safeway construction department. Mr. Hennig designed this particular store to function as

conveniently for the customer as possible and still combine that convenience with warmth. He personally selected the warm pastel decorator colors for the walls so they would harmonize with the tone-on-tone grey and black asphalt tile of the floor.

Best Decorators of Norfolk installed the tile and performed the decorating.

Mr. Cronin says, "This is an all around wonderful store—it is warm in the winter and air-conditioned in the summer."

Safeway Sales Over Two-Billion

Safeway stores last month became the first western business of any kind to break through the two-billion-dollar annual sales mark, Omaha Retail Division Manager Frank G. Pringle disclosed that consolidated sales reports for the 50 weeks of 1937 when totaled at Safeway's Oakland, Calif., headquarters reached \$2,032,000,000.

Historically, 16 other companies have crossed the annual sales mark of two-billion-dollars, according to a check of financial records of all fields of business and industry. None of these companies headquarters west of Chicago, Ill.

Outside the United States, only four other business organizations have surprised this annual sales figure.

"Of course, many businesses have better profit records on their sales than do we in the retail grocery field where only one to two cents of every sales dollar becomes net earnings," Pringle said, "But we naturally are pleased with such growth because after only four decades it represents a lot of satisfied customers and that's our main objective."

Safeway, the first western business to reach this sales level, also is the answer to a housewife's dream of the major businesses that have done so. While the others started at the turn of the century or before, Safeway has grown from a single grocery store founded in the Pacific Northwest town of American Falls, Ida., in 1915. Founder M. B. Skaggs now resides in Oakland and has watched the company grow from his original self-built building until now it operates in 25 mostly western states and the five westernmost Canadian provinces.

This retail grocery concern is the second grocer to break through this sales mark (A. & P. was the first) and the third retail merchant to do so (Sears-Roebuck was second). The other American businesses include four oil companies, two meat packers, two electrical manufacturers and one utility.

Attend Meeting—
Mr. and Mrs. Ira Moss went last Thursday to Wichita, Kans., where they attended a meeting of postmasters. They returned Sunday.

Weekend guests of Mrs. Clara Schaffer and family were her son, David, student at Creighton university and her son-in-law and daughter, Mr. and Mrs. Richard Seymour and Sandra of Ainsworth.

Vast Changes in Meats in 20 Years'

Hurley, McMurtry in Charge of Market

Ivan Hurley has been appointed Meat Market Manager of the new O'Neill Safeway store, announced Frank G. Pringle, division manager of Safeway Stores.

A personal invitation from Mr. Hurley is extended to all of the people of O'Neill and the trade area to come in and inspect his modern, up to date meat market.

He further pointed out that "Meat markets have come a long way in the past 20 years. They are no longer the open air, unrefrigerated, poorly lighted, difficult to clean operations they once were. They are air-conditioned, refrigerated, sparkling clean establishments. Filled with gleaming chrome, sparkling white porcelain, and immaculately dressed employees."

Not only does the customer have the advantage of picking out the exact cut of meat she wants from the selection on display, she also has all of the advantages of the old "butcher shop" because the employees are readily available in case she wishes a special cut or particular type of meat not out at the time, or if she wishes suggestions on meat preparation.

Mr. Hurley recently moved to O'Neill from Ravenna where he had been Safeway's meat market manager 3½ years. He is a native of Treynor, Ia. His wife, Sylvia, is a native of Elkhorn, Ia. They have two children: Ivan, Jr., 10, and Tonya Louise, 8.

Mr. Hurley's assistant in the meat department is Richard ("Dick") McMurtry, who originated at Broken Bow. He has been working at the McCook Safeway store since June. Mr. McMurtry is single.

Cronin 16-Year Safeway Veteran

After association with Safeway stores for the past 16 years, Tom Cronin has hit the high spot in his grocery career as manager of the newly constructed Safeway store in O'Neill.

Tom comes to O'Neill from Neligh, where he has been Safeway's store manager since 1952. Before that Tom was in Council Bluffs. Tom was born in Dunlap, Ia., and was graduated from Thomas Jefferson high school in Council Bluffs in 1944.

"People have been wonderful here in O'Neill and add to that the fact that O'Neill is the hub of an excellent trade area so I am very pleased to be transferred to O'Neill," said Tom.

There are four Cronin children. Steve, aged 7, Sally, 6, Pattie, 5 and Mick, 3. Mrs. Cronin and the children have moved here and reside in West O'Neill.

In Neligh, Tom was an active member of the Lions club and also in past years served on the board of directors of the Chamber of Commerce.

Milt Clements of Ord is the manager of the produce department at the new store. Mr. Clements is married and is the father of three children.

Mark Herbers of Hastings will manage the grocery department. Mr. Herbers is a Safeway veteran and is single.

Safeway's Red 'S' Didn't Just Happen

Top Designer Called on for Symbol

The new tendency to shorten names into trade symbols is seen in the Safeway stores' current program to acquaint the public with the new Safeway red "S"—a registered insignia.

Keith Jones, Safeway's division advertising manager, tells about it. Before too long the red "S" emblem will mean "Safeway" to as many people as the full company name," he said.

The design is based upon a form known as the monad, which is one of the basic design forms—almost as well recognized as the cross or the goodluck form used as a swastika. In its pure form it is the Northern Pacific railroad's sign. Safeway's adaptation, however, is quite different from the trademarks of the other companies using the letter "S"—if it weren't it could not have been registered as a copyright by Safeway.

"This symbol didn't just happen," said Mr. Jones. "It was developed by a top designer employed for the specific purpose of obtaining the best eye-stopping symbol that could be devised. We have often considered that the best things are the simple things. Little did we realize that great deal of time and effort sometimes is spent in sheer simplification; sometimes we must have thought that the simple things just happen, or that they were the distillates of complicated human efforts. While some people are complicating our lives, others are working just as hard at simplification. Business has for some time recognized this principle of simplicity and is working at it with might and main and money—and getting results."

"This mark becomes a symbol of association—association with the name Safeway. Soon Safeway will have it become associated with the ideas of a standard, a badge of quality, an exclusive label, a symbol that guarantees through Safeway satisfaction of product. This

no doubt, will be done through advertising and performance—an inseparable pair. Yes, and the "S" will stand for a system that is unique in serving customer demands," Mr. Jones concluded.

Will Become Nun
In Omaha—
Miss Eleanor Hoehne, daughter of Mr. and Mrs. Anthony J. O'Donnell, a student nurse at St. Catherine's School of Nursing, will leave Sunday to become a novice of the Sisters of Mercy in Omaha. Miss Hoehne, a graduate of St. Mary's academy, expects to be a nursing nun and will continue her studies at St. Catherine's which is run by that order. Miss Hoehne returned early Sunday on the train from Omaha to spend between semesters with her parents.

Capping of the student nurses at St. Catherine's will take place Sunday. Afterwards, Miss Hoehne will receive the habit she will wear for the next six months.

We're proud to have had a major role in . . . O'Neill's New Safeway

Our craftsmen installed the asphalt tile throughout the new store . . . and we were contractors for the interior decorating.



BEST DECORATORS

P.O. Box 867 Norfolk, Nebr

Donohoe Construction COMPANY

— O'NEILL —

Fully-equipped for dirt-moving for any purpose . . . dams, drainage, excavation, road building.

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SAFEWAY

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O'Neill National Bank

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We join in extending CONGRATULATIONS and BEST WISHES

to

O'Neill's New SAFEWAY

Floral arrangements for the preview and gala grand opening . . . by our staff.

HELEN'S Flower & Gift Shop

Congratulations

to the New

SAFEWAY

It was a big job . . . and we're proud of it. THOMPSON ELECTRIC was in charge of the mechanical installation of refrigeration and compressors. Cooling units—meat, vegetables, frozen foods, dairy products—require 35½ horsepower.

Thompson Electric

810 South Third St.

Norfolk

Honors Parents on Silver Wedding

VENUS—Miss Phyllis Finch planned and surprised her parents, Mr. and Mrs. Clarence Finch on their silver wedding anniversary on the eve of Saturday, January 18. A number of friends and relatives arrived at their farm home. Cards furnished the evening's entertainment. The honored couple received many gifts. Lunch was served which was brought by the guests.

Those present were Mr. and Mrs. George Jeffery, Mr. and Mrs. Francis Boelter and Loren, Mr. and Mrs. Kenneth Heiss and family, Mr. and Mrs. Edward Sukup, Mr. and Mrs. Bryan Finch, Mr. and Mrs. Norman Rohokar, Mr. and Mrs. William Buxton, Mr. and Mrs. Elmer Lichty of Royal, Mr. and Mrs. Arthur Sufficool of Shelton, Mr. and Mrs. Kenneth Waring, Mrs. Alta Finch.

Other Venus News
Gary Groeling went to Omaha the week of January 12, where he enrolled in a radio school. Gary recently was separated from the army. He is the son of Mrs. Pearl Groeling.

Mr. and Mrs. Sidney Faulhaber motored to Omaha Wednesday, January 22, where they visited with their daughter and son-in-law, Mr. and Mrs. Paul Baker. Dennis VonSeggern looked after the chores at the Faulhaber farm in their absence.

Mr. and Mrs. Bryan Finch were last Thursday evening visitors at the home of Mr. and Mrs. Ralph Brookhouser.

Mrs. Harry Lampert and Janet of Ewing visited her parents, Mr. and Mrs. Ira Moss Monday morning.

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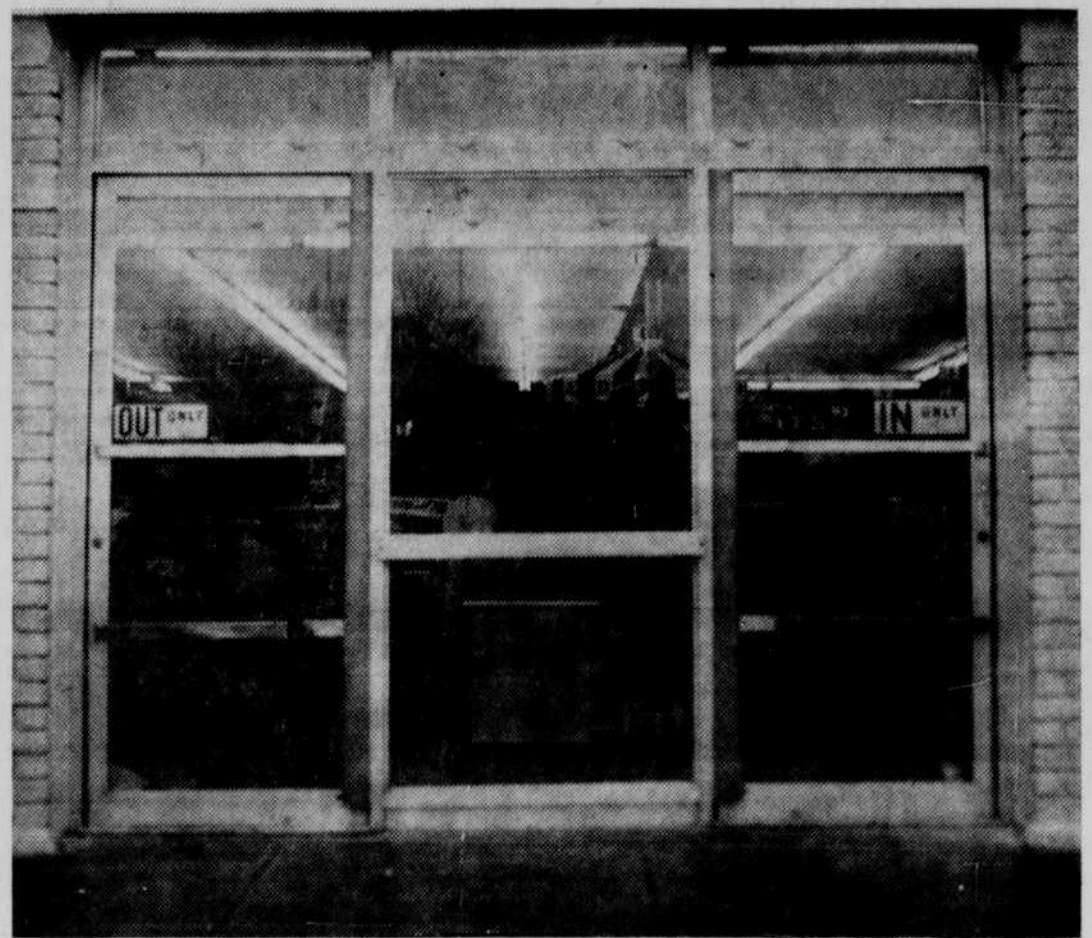
WE ARE pleased to have been called upon as a supplier of materials for this splendid new store—a distinct asset to our city.

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of Wisner, Nebr.

joins in extending heartiest congratulations to

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Home-Crafters

of Wisner, Nebr.