

## Safeway's Famous Coffee Brand Has Colorful Past

Just as the early history of Safeway is a story of a few pioneering people, so the history of Safeway coffees is the personal story of Dwight Edwards. When Mr. Edwards retired from Safeway in 1956, he had completed 25 years of active association with the company and 40 years of devoting his business life to coffee. Dwight Edwards Co. was established in Portland, Ore., in 1904 by his father, Dwight Edwards Sr., an importer, roaster, and packer of coffee. In those days, coffee was distributed by horse-drawn wagons. "Ted" Edwards helped many a delivery to start on its way and virtually "grew up" in his father's plant. This practical experience enabled him to assume management of the company upon his father's death, when Ted was a junior in college. This year was 1915—the same year that Safeway's parent store was founded by M. B. Skaggs at American Falls, Idaho.

WITH THE GROWTH of cash-and-carry stores, Dwight Edwards Co. began more and more to supply their packaged coffee to chain stores. The young manager became convinced that a coffee roasting plant of its own would offer great possibilities to a chain store system for quality control and marketing efficiency. In 1931 he sold his company to the organization which was to become known as Safeway Stores, Inc. "Edwards Coffee" remains the company's premium brand vacuum-packed coffee today.

As a Safeway executive, Edwards continued his principal interest: the development of the finest coffee blends. He was a familiar figure in the daily coffee-tasting sessions. Over the years Edwards visited nearly every coffee-producing country in the world, gaining firsthand information about the characteristics of coffee from each principal production area. At the time of his retirement, Safeway operated seven modern coffee-roasting plants: at San Francisco, Los Angeles, Portland, Denver, Dallas, Washington (D.C.), and Vancouver (B.C.).

LAST MONTH it was announced by D. B. Kane, Los Angeles division manager, Safeway roasted its billionth pound.

To celebrate this event, a colorful "Golden Coffee Can" promotion was featured in more than 2000 Safeway stores in the U.S. and Canada.



MAN AND WAGON . . . From this beginning came the famous Edwards Coffee featured in all Safeway Stores across the nation. Dwight Edwards, who retired in 1956, built up a reputation as an authority on coffee during his 25 years with Safeway and 40 years in the coffee business.

## Holiday Showing Of Area Artists Set by Gallery

The Artists' Co-op Gallery is initiating a continuous group show of members' work for the coming holiday season. The new exhibits, beginning Nov. 8, will feature paintings, prints, sketches, sculpture, and jewelry. According to gallery manager, Bob Neathery, individual works of art in the group show will be changed periodically.

The works of four new artist members, Louis Monza, Gordon Wagner, Bob Neathery and Howard MacIntyre will also be shown at the gallery at 121 S. Pacific Ave., Redondo Beach.

New gallery hours were announced by John Perkins, business manager. In addition to the regular hours, 6 to 9 p.m. Tuesday through Friday and 1 to 9 p.m. Saturday and Sunday, the gallery will be open afternoons from 1 to 4 p.m. Tuesday through Friday. Belta Dorsey, the co-op's new sales representative will be on duty during the afternoon hours.

There are improvements in everything but people. We'll do that with adjustments.

### DENTURES

- IMMEDIATE DENTURES
- NEW MAGNETIC DENTURES
- REPAIRS . . . RELINES
- Pensioners Welcomed

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## Newberrys

SOUTH BAY CENTER

# 135-PIECE Matched Set



**"BLUE BONNET" PATTERNS . . . Service for 8**

SAVE 15.00

## 39<sup>95</sup>

Reg. 54.95



61-PC. DINNER SET



32-PC. GLASSWARE SET

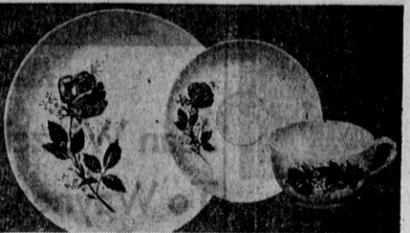


42-PC. FLATWARE SET

**ONLY AT NEWBERRYS!** Completely matching 135-pc. ensemble in our exquisite "Bluebonnet" pattern. Dinnerware, glassware and flatware—everything you need for entertaining, for everyday family use.

**You get all this:**

- 61-PC. DINNER SET**—8 each: dinner, salad, soup plates, fruits, cups, saucers; covered sugar, creamer, cake plate, vegetable dish, covered casserole, round platter, carafe and warmer, cake server, wooden fork & spoon.
- 32-PC. GLASSWARE SET**—Includes 8 each: iced beverage glasses, water glasses, juice glasses, and footed sherbets.
- 42-PC. STAINLESS STEEL SET**—8 each: dinner forks, dinner knives, teaspoons, soup spoons, salad forks; plus 2 tablespoons.



### 32-PC. DINNER SETS

7<sup>69</sup>

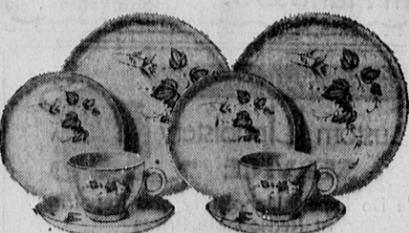
American-made, "Black Rose" on a white ground in smart coupe style. You get 6 each: plates, cups, saucers, fruits, bread-and-butters; 1 platter, 1 vegetable dish. All at Newberrys low price! (Open stock.)



### 32-PC. DINNER SETS

10<sup>98</sup>

"Golden Spray" is American-made—yellow daisies on yellow ground are under the glaze and ovenproof! Six each: plates, cups, saucers, fruits, bread-and-butters; 1 vegetable dish, 1 meat platter. (Open stock pattern.)



### 32-PC. DINNER SETS

10<sup>49</sup>

Made in America—one of our best-sellers! Dainty "Blue Mist"—charcoal and white on blue, with gold-tone. 6 each: plates, cups, saucers, bread-and-butters, fruits; 1 meat platter, vegetable dish. (Open stock.)

## LAVISH HAND-CUT STEMWARE IMPORT

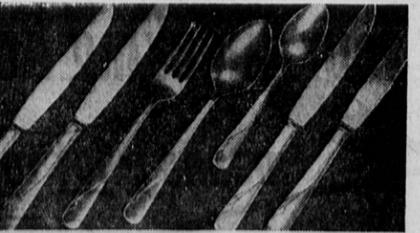


69<sup>c</sup> ea.

WHAT A VALUE! You pay less than 1/3 the usual price for this superb hand-blown stemware from Europe. Gorgeous "Rose of Sharon" pattern deeply hand-cut. Five matching types: goblet, 3 1/2-oz. cocktail, wine, 4 1/2-oz. sherbet, cordial.

Newberry's Low Price

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### 24-PIECE STAINLESS

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No polishing needed on this fine stainless steel by Oneida. Smartly simple "Oceanic" pattern . . . in gleaming, bright finish. Service for six: hollow handle knives, teaspoons, forks, desserts.



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Best of all, it costs you nothing to use, as long as you settle your monthly

statement within the normal 25 days. If you wish, payments for any large items may be budgeted over several months for a small charge.

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