

# NEW LUCKY STORES WAREHOUSE OPENS



Lucky Stores new 37 acre Food Distribution Center and Warehouse in Buena Park as seen in architect's rendering. Twenty-three acres

currently are in use with 9 acres being held in reserve for future expansion.

## ACRES OF FOOD MOVE DAILY FROM HUGE DISTRIBUTION CENTER TO CONSUMERS' DOORS

Literally mountains of food is on a steady march to, through, and out of the new Lucky Stores Food Distribution Center and Warehouse in Buena Park which this week has its grand opening, the better to serve Southern Californians. The new facility comprises 32 acres, of which 23 acres are presently in use, with 9 acres being reserved for future development. The total area of the facilities is 334,972 square feet, excluding truck receiving and shipping docks which total another 33,650 square feet.

Building "A" covers 266,430 square feet and in it are the grocery and household warehouse, battery charge room, salvage warehouse, sign shop, and office. In Building "B", which covers 56,000 square feet, is the perishables warehouse. Building "C" — garage and service station — covers 6,444 square feet, while Building "D" — maintenance shop — is 5,000 square feet, with the truck scale and scale house accounting for another 890 square feet.

The grocery and household



**LEE NEMECHK**  
Southern Regional Manager.

warehouse shipping and receiving dock takes up 32,000 square feet, and the maintenance shop dock another 1,650 square feet. There is a half mile of railroad track inside the 32 acre site. Twenty eight road tractors and 58 trailer vans roll an average of over three thousand miles a day, to keep up Lucky's Buena Park operation.

The new Buena Park facility serves Lucky Stores present 35 supermarkets, including Food Basket markets in San Diego. Plans call for expansion into several more supermarkets in the not too distant future.

The seemingly endless varieties of foodstuffs and other commodities stocked in the new facility include: grocery—main selection line 2,567 items, grocery repacks 532 items, liquor 294 items, supplies 176 items, household 3,149 items, delicatessen 251 items, and produce 140 items.

Materials handling equipment, in addition to the tractors and trailer vans previously mentioned, include 17 trailer dollies, 16 electric fork lift trucks, 25 electric warehouse tractors, 300 warehouse trailers, 11 electric pallet transporters, 23 hand trucks, 53 truck bridge ramps, 5 rail car bridge ramps, 24,900 wooden pallets, 2,100 repack boxes, a reefer dolly, and 18,000 steel pallet racks.

IBM computer machines greatly enhance the speed and efficiency of swift and careful handling of the foodstuffs and other items out of the Buena Park facility.

Novikoff Engineers of Los Angeles were architects for the facility, and Ernest W. Hahn, Inc., of Hawthorne was the contractor. There are 19,568 cubic yards of concrete in the buildings and the yard slabs with 424,780 square feet (or 9.75 acres) of 6" thick reinforced concrete slab in the yard area. All the buildings except the garage building are protected with an automatic fire sprinkler system. The Grocery-warehouse, the Perishables warehouse, and the carpenter shop have tilt-up reinforced concrete walls. The garage and office buildings have concrete block walls. The parking lot in front of the buildings has an area of 137,690 square feet (or 3.16 acres) and can park 294 cars.

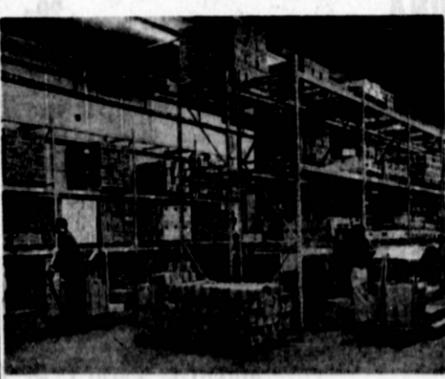


Mayor of Buena Park John McShane and Miss Buena Park (Miss Bonnie Taylor) join in welcoming top Lucky Stores executives to Buena Park. From left, McShane,

William H. Dyer, executive vice president Lucky Stores; Miss Buena Park, President G. A. Awes, Lee Nemechek, southern regional manager, Lucky Stores.



Ray Saari conducts press and civic officials on a tour of Lucky Stores Food Distribution Center and Warehouse. This group is about to enter the area of the Frozen Foods and Delicatessen Warehouse.



Just a corner in the new Lucky Stores' Food Distribution Center and Warehouse, as items are selected to fill orders.



Don Griffin, president of Chamber of Commerce, welcomes Lucky Stores to Buena Park. From left: Miss Buena Park (Miss Bonnie Taylor); S. Vincent Erdelyi, city manager; Griffin, Mayor John McShane, G. A. Awes, Lee Nemechek, William H. Dyer, D. G. Richardson, Dale Isenberg.



G. A. Awes, president of Lucky Stores, welcomes city officials and press guests at luncheon held in Lucky's Buena Park Warehouse cafeteria. From left: City Manager S. Vincent Erdelyi, Chamber of Commerce president Don Griffin, Buena Park Mayor John McShane, Awes, William H. Dyer, executive vice president Lucky Stores; D. G. Richardson, northern regional manager Lucky; Dale Isenberg, manager Buena Park Chamber of Commerce.

## ONE OF WEST'S LEADING SUPERMARKET CHAINS EXPANDS WITH SOUTHERN CALIFORNIA

Keeping pace with progress and expansion in the community is a long-time habit with Lucky Stores, one of the West's greatest supermarket chains. And that fact was notably borne out today when Mr. G. A. Awes, president of Lucky Stores, announced the official opening on January 21 of a mammoth new 32 acre Food Distribution Center and warehouse in Buena Park. This is Lucky's first such facility in Southern California.

### Lucky Store Head States Aims

With the opening of its mammoth new 32 acre Food Distribution Center and Warehouse at Buena Park, Lucky Stores, President G. A. Awes, made this statement concerning his company.

"We believe very strongly in the free enterprise system," said President Awes, "and recognize that we grow and prosper only in relation to how well we serve the public. Our company has grown considerably in recent years, and will continue to grow as we better serve the needs of the supermarket shopper."

He went on to say, "Even though we hear a lot about the high cost of food, we know food actually is a bargain and that it takes fewer minutes of work to earn the money to buy a pound of beefsteak or a loaf of bread today than it did 10-20-30 years ago. The food industry historically has been one of the most competitive businesses. For every \$10 spent in our stores, our net profit, or the money that belongs to our shareholders after taxes are paid, is actually less than 15 cents. Of this 15 cents profit on the \$10 order, a little over half is paid to stockholders as dividends on their investment in Lucky Stores, and the other half is kept in the business to replace and maintain fixtures and to equip new stores."

"The food industry is a fast moving, interesting, and challenging business, and today offers promising careers for many intelligent, hard-working, and ambitious young people. All of our store managers, supervisors, and district managers at one time were clerks in the stores, just as I was."

And then President Awes went on to say, "In America, thank goodness, each customer has freedom of choice as to where he spends his money. He can shop in any store he pleases, as frequently as he wishes. This is good. It means that for any store or business to succeed, it must win and maintain its customers' confidence and loyalty through continually offering the products they want to buy, in the manner they wish to be served, and at the price they want to pay. Very simply stated, that is the goal of the people at Lucky Stores."

The new Lucky Stores Food Distribution Center and Warehouse is located at 6565 Knott Avenue in Buena Park, just off the Santa Ana Freeway. It is the hub out of which a constant stream of twenty road tractors and 58 trailer vans roll an average of over three thousand miles a day, supplemented by over a half mile of railroad track inside the 32 acre site, where foodstuffs come in by the carload — all the better to serve Lucky Store's present 35 supermarkets in Southern California, and equipped to serve equally well the expected growth of Lucky in this area.

Present with Mr. Awes for the opening of the new warehouse and food distribution center was Mr. William H. Dyer, executive vice president, also headquartered in San Leandro. Mr. Lee Nemechek is southern regional manager.

Said President Awes, "We at Lucky Stores have great faith in the continued growth and expansion of Southern California. It is this faith which has prompted us to build the new facility, the better to serve our customers."

"Previously, we functioned successfully in the Southern California area with offices on Vermont Avenue in Los Angeles, where our experienced staff of buyers and specialists in all phases of production, distribution, and handling of foodstuffs administered Lucky-Hiram's operations in both the Los Angeles and San Diego areas."

"But with the recent rapid industrial and population growth of



**G. A. AWES**  
Lucky Stores President.

the area, we felt that a facility comprising warehouse and food distribution would enable us to serve our consumers even more. Basically, this was the reason for building and functioning from the new location. We can assure our present and future stores and their consumers that they can thus be certain of Lucky's continued policy in their behalf: furnishing them with the best foodstuffs obtainable at the most reasonable costs. And may we add that we are proud, indeed, to be an integral part of this dynamic growth in Southern California."

At the Lucky Food Distribution Center and Warehouse in Buena Park, located at 6565 Knott Avenue, just off the Santa Ana Freeway, this new highly-automated, ultra modern center supplies 33 supermarkets in Southern California, including Food Baskets in San Diego. It has been estimated that this 32 acres devoted to storage of food is sufficient to sustain a city with a population of 100,000 for an entire year. The tremendous variety of foods distributed daily to hundreds of thousands of Southern Californians, includes over 7,000 items.

No small portion of this efficient and speedy moving of foods from farm-to-table is the IBM machines which are a part of the Lucky operation. They keep the personnel informed of many things such as when stock is low in certain areas and furnish either important data. Experienced buyers are on the telephones during the early morning hours to obtain fresh produce and, unbelievable as it may seem in this age of city-dwelling coupled with mushroom-like spreading out of communities, it is the rule rather than the exception that Lucky can put on the consumer's table celery, for instance, that was cut in the fields less than 24 hours earlier.

This 32 acre complex that would literally sustain itself as a fair sized city has a print shop, garage, all electric transportation and diesel and gasoline trucks, a big cafeteria, and of course, the huge supply of food items.

Commodities stocked include grocery lines, delicatessen, produce, meats, liquor, household supplies, and health and beauty items. There are huge Perishables Warehouse, Delicatessen warehouse, Meat Cooler, and other huge storage areas. Approximately 23 acres are presently in use, with 9 acres being reserved for future development.

Feeding into the great warehouse in Buena Park are railroad carloads and a steady stream of trucks in and out. There is over a half mile of railroad track inside the 32 acre site. Twenty eight road tractors and 58 trailer vans roll an average of over three thousand miles a day, to keep up Lucky's Buena Park operation.

There are presently 141 Lucky Super Markets located in California, Washington, and Arizona. They were started in 1931 and by 1939 Lucky Stores in Northern California began to take on the modern supermarket appearance and Lucky's remarkable growth was on its way.

## Lucky Stores Executives Rose from Humble Starts

### Grassroots Beginnings Prove Invaluable

Without question, one of the reasons for the success of Lucky Stores is the fact that every executive in the organization, from President G. A. Awes on down, started as a store clerk. These men really KNOW the food industry, and this vital "know-how" is reflected in every phase of the Lucky operation.

Gerald A. Awes was born in Colorado Springs, Colorado, is president of Lucky Stores and lives in San Leandro, California, where the home office is located. He first entered the grocery business in 1931 with Piggly Wiggly Stores, San Diego. He also worked for Safeway Stores, Inc., one year. He worked with a major inde-

education at Long Beach City College, and UCLA; U. S. Naval Academy, during 1941 and was commissioned Ensign, USNR. He served with the USNR for five years, was discharged with the rank of Lt. Commander and received the Purple Heart for wounds received at Guadalcanal. Mr. Dyer started his "food" career as a clerk for the Dollar Markets in 1936, with time out for military service, after which he returned to assume his duties as general manager for Dollar Markets. In July 1952 he was named vice president and general manager of Western Industries (Jim Dandy and Dollar Markets) and joined Lucky in February, 1956. He has been executive vice president since March, 1960.

Mr. Lee Nemechek, vice president and southern regional manager was born in San Diego. Since 1931, he has been in the food industry, working in all phases of it from a clerk's job through combined retail warehouse distribution and in chain management.

### Civic Heads Welcome Lucky

Civic dignitaries and press gathered Monday, January 21 at Lucky Stores new 32-acre food distribution center and warehouse at 6565 Knott Avenue in Buena Park. The occasion was to welcome the new Lucky Stores facility in the area.

Close to 100 persons gathered at the Lucky warehouse at noon, were conducted through the various buildings where eyes popped at the quantities of food, covering miles of space. Special electric carts trundled the visitors in serpentine fashion up one aisle and down the other, with the whole operation being explained by Lucky's properties manager, Ray Saari.

Present to greet the Lucky executives from San Leandro and Buena Park were Mayor John S. McShane, city manager S. Vincent Erdelyi, Chamber of Commerce president Don Griffin, Chamber of Commerce manager Dale Isenberg, and other key figures from the Chamber of Commerce and city officials.

Adding a touch of glamour to the proceedings was beautiful brunette Miss Buena Park of 1963, Miss Bonnie Taylor.

President G. A. Awes explained Lucky Stores aims in locating in Buena Park, while Lee Nemechek, southern regional manager, went into more detail concerning Lucky's Buena Park operations.

Welcoming Lucky into Southern California in this expanded operation were Mayor McShane and Chamber president Griffin, both of whom expressed their good wishes and official welcome.

Members of newspapers in the area joined with city officials in the greetings at luncheon which was served in Lucky's cafeteria in the main building.



**WILLIAM H. DYER**  
Executive Vice President.

pendent market from 1935-37 in San Diego and from 1937 to 1948 operated a single market in that city.

Mr. Awes was co-founder and president of Food Basket Stores in San Diego, which opened in 1949. When Lucky Stores, Inc. acquired the six-unit Food Basket chain through a stock exchange in 1956, he became affiliated with them. That same year he was elected vice president and director of Lucky Stores, Inc. In March, 1957, he was appointed executive vice president and general manager, and in 1957 he was elected president. Since March of 1960, he has served as president and chief executive officer.

His industry activities include: Treasurer, Super Market Institute, elected in 1961; Director of National Association of Food Chains since 1960; Past Director at large of Super Market Institute — 1956-58; Past President of California's Grocers' Association — 1956-57; Past Director of California Grocers' Association — 1950-57.

Executive vice president of Lucky Stores is William Hugh Dyer, Jr., who also lives in San Leandro. He was born in Newport, Arkansas, and received his