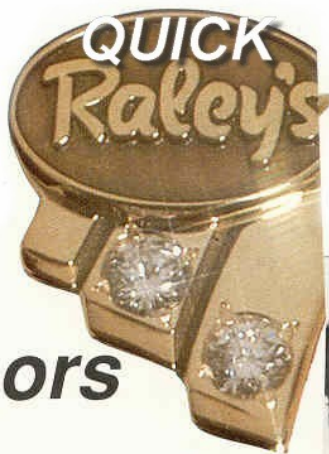


1,973 years of hard work by good people



Raley's issued a monthly "Superstories" magazine to all of their employees. This particular monthly magazine featured Raley employee's that received service awards. Check out page number 4 where Raley's features "1973 years of hard work by good people."

Raley's honors

Raley's Superstores is growing younger and more vital each year. Growing younger along with the company are a large number of employees whose years of service range from 10 to 39 years.

This is the year we begin honoring those people whose dedication and hard work are helping us grow.

A highlight of the Merchandise of the Year dinner was the announcement of an annual Service Award Program. Jeweled pins will be presented to all employees with 10 or more years of service.

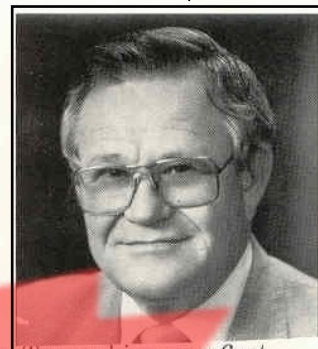
Awards will be issued on a five-year increment basis: That is, an employee with 12 to 14 years of service will be given a 10-year pin and the 15th year pin on the following year.

The pins will be given four times each year in special in-store ceremonies at the time of the Out-

Standing Service Award
tions

Pins were designed and made for Raley's by O.C. Tanner, goldsmiths and jewelry designers of Salt Lake City. Each award is

beautifully designed and arranged to feature rubies and diamonds adorning your award for years of service. Each pin is a full-cut gem of highest jeweler quality.



**"IT'S A WONDERFUL LIFE"
THE UNTOLD TRUE STORY!**

*"It takes us
a very long time
to become young."*

(Pablo Picasso)

15 years: Two rubies, one 6-pt diamond
20 years: Two 6-pt diamonds
25 years: One ruby, two 6-point diamonds
30 years: Three 6-point diamonds
35 years: One 20-point diamond
40 years: One 30-point diamond
45 years: One 40 -point diamond

We hope you will wear your Service Award pin with as much pride as your company takes in presenting it to you.

Sincerely,
Charles L. Collings
President, Raley's

When the best was yet to be . . .



WITHOUT CHARLES NORDBY'S EXPERTISE IN 1973, THESE FOUR INDIVIDUAL CAREERS AT RALEY'S WOULD HAVE CEASED IN 1974!

SUPER

FEBRUARY / MARCH



Tom Raley is a man who came up the hard way. Born on a farm near Lead Hill, Ark., Raley was the 13th of 14 children. Son of a Baptist preacher and farmer, his family had to work hard to make ends meet. He came to California in the 1920's and found a job with Safeway Markets.

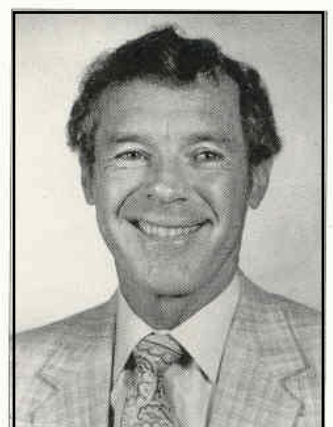
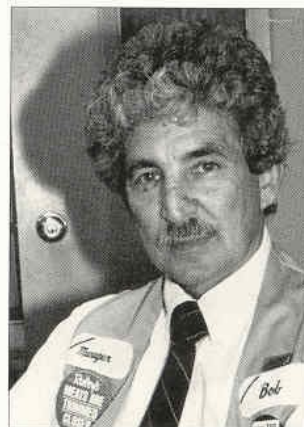
In 1935, with \$500 in his pocket and credit from several people who believed in him, he opened his first store on Main Street in Placerville. By 1952, he had six stores in operation and, the following year, opened two more. His reputation as a marketing innovator has earned him national attention.

With the opening of the Turlock store and the soon-to-be-opened store in Grass Valley, Raley's will have 52 Superstores in operation.



35 Years

RALEY'S '39'ers — From left, Nick Casheros, Dir. Produce Operations, Bob George, Manager, Oroville (225), and Jim Teel, Vice President of Operations. They received 35-year pins this year.



30 Years

Receiving 35-year pins:

36 years
Frank McMinn
Vice President, Advertising
35 years
John Ransdell
District Price Coordinator

Receiving 30-year pins:

34 years
Robert Finch, Head Clerk
Dana Smith, Meat Cutter
33 years
Charles Collings,
President, Raley's



25 Years

Helen Greenlaw
Receiving District Accounting
32 years
Max Hansen, Head Clerk
31 years
George Anton,
Head Meat Cutter
30 years
Shirley Beiker,
Journeyman Clerk
Robert Coffelt,
Journeyman Clerk
Kenneth Collings
Personnel Director
Roger Cotton Jr.,
Journeyman Clerk

Dennis Desimone,
Grocery Supervisor
Fred Maltby, Meat Cutter
Ann Rodriguez,
Journeyman Clerk
Stanley Schacht,
Grocery Manager

Receiving 25-year pins
29 years

Larry Franceschi,
Buyer/Merchandiser
Dennis Ferguson,
Buyer/Merchandiser
Melba Ruwapaia,
Head Pharmacist
Byrtel Matthews, Drug Clerk
Lee Sans, Buyer/Merchandiser
Kay Sordilla, OTC Coordinator
Bob Teel,
Director, Drug Operations
Bob Verdena, Warehouse

I WONDER WHY JIM TEEL HAD A BIGGER TITLE THAN CHARLES COLLINGS AT THE EAGLE THRIFTY CORPORATION OF NEVADA THAT THEY SET UP AT THE END OF JUNE IN 1973?

Please turn to page 6



GEORGE ANTON



SHIRLEY BEIKER



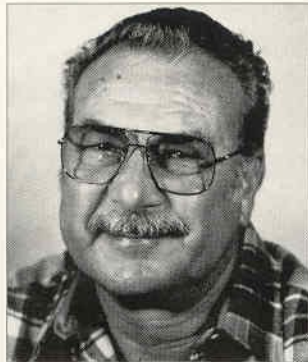
ROBERT COFFELT



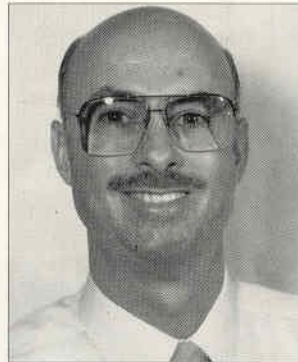
CHARLES COLLINGS



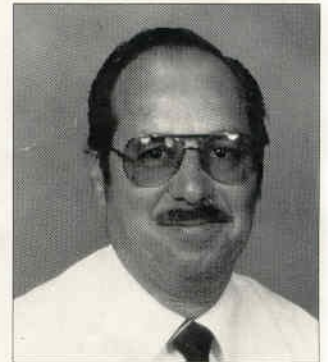
KENNETH COLLINGS



ROGER COTTON JR.



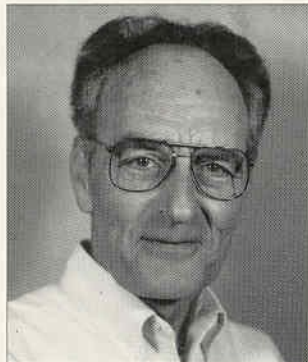
DENNIS DESIMONE



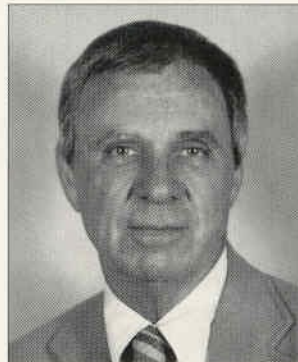
ROBERT FINCH



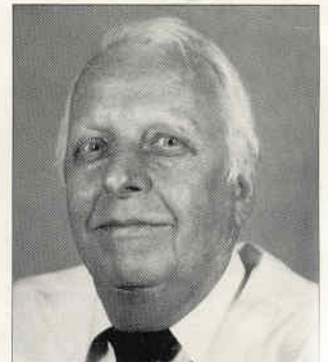
HELEN GREENLAW



FRED MALTBY



FRANK MCMINN



JOHN RANSELL



STANLEY SCHACHT



DONALD SMITH

Not shown are Ann Rodriguez, Journeyman Clerk, with 30 years of service, and Max Hansen, Head Clerk, who has worked for Raley's for 32 years. Meat Wrapper, Angelina McCarty, who worked for the company for 30 years and would have received her 30-year pin, died Jan. 15, 1988.

1,973 years of hard work by good people

From page 4

Jim Williamson,
Dir. Merchandising/Grocery

Darrel Haring, Drug Manager
Yoji Nukaya, Head Pharmacist

Ed Entrican
Senior Account Analyst
Norman Galonka,
Drug Second Assistant
Raymond Cassing
Senior head Clerk

28 years

Carl Bray,
Director, Advertising
Bill Bullard,
Director, Maintenance

Dick Cavallaro,
Grocery Price Coordinator

Gene Long, Warehouse Driver
Wayne Mefford,
Journeyman Clerk

Wayne Pedersen, Director
Alcoholic Beverages

Mildred Smolinski, Drug Clerk

27 years

Larry Carter, Journeyman Clerk
Marvin Dart, Grocery Manager
Michael Fulton,
Journeyman Clerk
John Gutierrez, Meat Cutter

26 years

Donald Beard, Journeyman Clerk
George Cazamis,
Senior Head Clerk
George Knecht, Grocery Manager
John Miles, Journeyman Clerk
Luis Richards, Drug Clerk

James Schroeder,
Senior Head Clerk
Ronald Serra, Journeyman Clerk
Judy Stewart,
Gen. Director, Pharmacy

Shirley Yturbide
Grocery Clerk

25 years

Doreen Abel, Journeyman Clerk
Alford Beard, Drug Manager
Charles Cooper,
Drug Price Coordinator

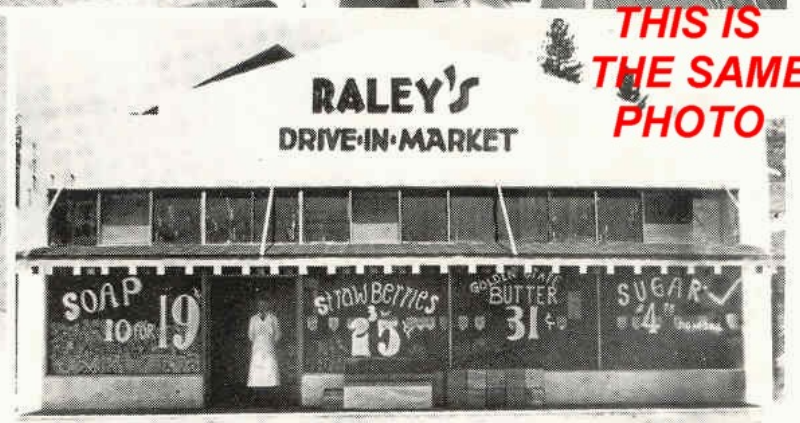
Bill Lewis, Grocery Manager
Norman Long, Pharmacy Clerk
Larry Longhofer,
Journeyman Clerk
Ron Martin,
Grocery Supervisor
Lloyd Sargent, Meat Cutter
Mary Silva, Drug Clerk
Joseph Silvia Jr.,
Journeyman Clerk

Stanley Swearingen,
Senior Produce Clerk
John Zimbelman
Journeyman Clerk.

Here
↓

**I WONDER WHO WAS
THE PERSON RESPONSIBLE
FOR ADDING UP ALL THE YEARS
OF HARD WORK BY
GOOD PEOPLE**

AND CAME UP WITH THE TOTAL 1973?



**THIS IS
THE SAME
PHOTO**



"1973" REPRESENTS CHARLES NORDBY AND HIS HARD WORK!



**THIS IS
THE SAME
PHOTO**