

THROUGHOUT THE WEST
SAFEGWAY ECONOMY



LA GRANDE
BAKER - - - - WALLOWA
ENTERPRISE



THROUGHOUT THE WEST
SAFEGWAY SERVICE

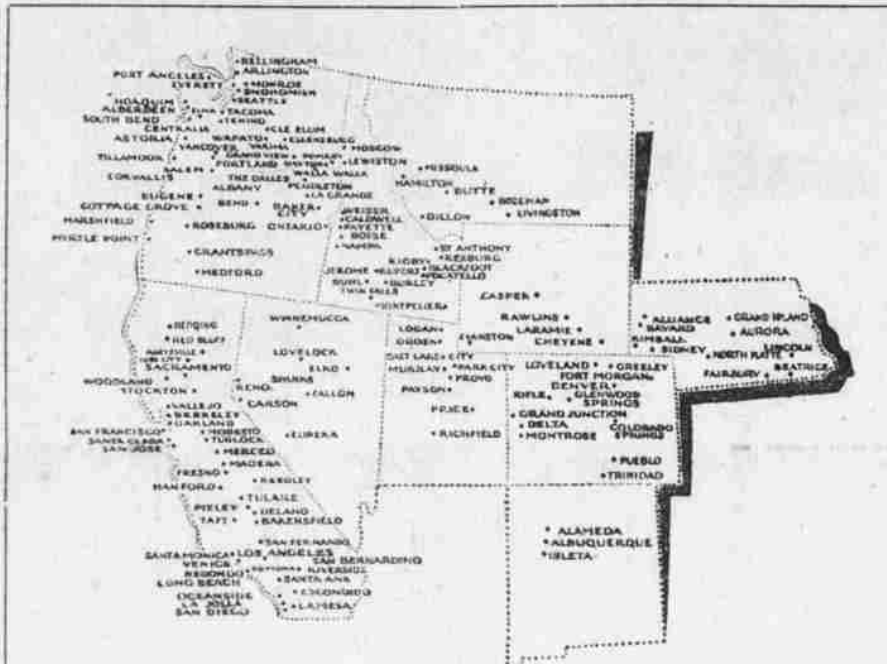
THE TRIUMPH OF FOOD SERVICE AND ECONOMY

Safeway Stores Are "Local" Stores

Because of the essentially co-operative plan of their operation, Skaggs Safeway stores are "local" stores in every sense of the word and the profits from them go back to the source from which they came—the same of like communities in which they were earned—by as simple and natural a process as the return of the products of the soil to the land again, for its further enrichment.

The manager of each individual Skaggs Safeway store is, indeed and in truth, a "local" merchant, vitally interested in community development and community growth. In nearly every case he owns stock in the company, and in every instance he depends, for a part of his earnings, upon the net profits which his store produces. He and his men live in the community—have their families and their homes there—and expend money for their support and education exactly as any other merchant would do. In many cases he has more of his own actual money ventured upon the success of his company than is represented by the total investment of the average so-called "independent" retailer.

Therefore, for the same reasons, including the purely selfish which govern the actions of others, Skaggs Safeway store managers are deeply concerned in the welfare and prosperity of their community and anything which might adversely affect them will arouse their instant opposition, just as any movement which will react to its benefit and make it a more desirable place in which to live will enlist their hearty support.



From Lincoln To The Coast

The above map shows more clearly than words the truthfulness of the Rotary motto, "He profits most who serves the best." Untiring efforts directed toward furnishing the people of the West with foodstuffs at a reasonable cost have resulted in the growth of our organization from one store in 1915 to its present size of over one thousand units. While our material reward has been gratifying, our greatest compensation has been in discovering how richly the public rewards its real servants.

Safeway Stores Benefit the Community

The idea that chain stores are parasites preying on the people of the community is altogether wrong. It is true that a certain portion of our earnings go "out of town," but these profits are invariably used to open Safeway stores in other communities such as this.

On the other hand Safeway stores leave in the community in the form of savings a large amount of money that was formerly paid the independent merchant so that he might operate an extravagant business.

For years the Bureau of Business Research of the Harvard School of Business Administration has conducted an intensive survey and study of the operating expenses and profits of all kinds of retail grocery stores throughout the nation.

With 545 stores of all classes reporting the average gross profit was 19.8 per cent with an average turn-over of 10 times. For the same period the gross profit in Skaggs Safeway stores was 13.74 per cent and our stocks were turned 15 1/4 times. On the face of these figures those who deal with our stores paid approximately 30 per cent less in gross profits than those who traded elsewhere. Our sales for the La Grande district this year will approximate \$900,000, which with a proportionate public saving will leave in the three counties \$45,000 that would normally be expended for groceries.

After all, it is the successful organizations that keep a community progressing, and one that operates successfully and at the same time causes a public saving is a true community asset.

Distinctive Safeway Advantages



There are many unique and exclusive advantages afforded the public through Safeway methods of distributing foods. These advantages form the basis of the success and popularity of our stores and the broad service of saving they render. No other system of merchandising even approximates this unique combination of desirable features. They are Safeway innovations—the result of the expenditure of much money and long years of study of the problems of efficient and economical retailing—all prompted by a sincere desire to serve in the largest sense. Compare these advantages—check them against those claimed by any other system in existence, and—more than ever—you will be convinced of the desirability of buying all of your foods at Safeway Stores.

A "Different" Attitude

The attitude of the Safeway Man toward his work is "different." It is reflected in the manner in which he serves you—the genuine interest he takes in seeing that everything is exactly as you like it. There are several reasons for this. First, he is just naturally that kind of a fellow—has to be to qualify as a Safeway Man. Again—if he has reached the position of manager—he shares liberally in the profits of his store. He gets almost a third of the net earnings—plus a salary. Also, he probably owns stock in the company—actually is "one of the owners of the business." This feeling of being vitally concerned in the progress of the business is shown in his efforts to serve you pleasantly, efficiently, and economically.



Store No. 359
Phone Main 711
La Grande



Store No. 65
Phone Main 690
La Grande