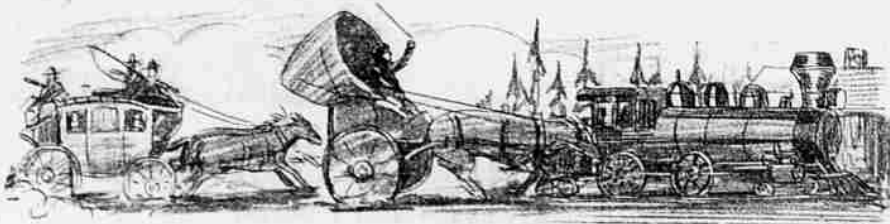


IN reviewing the development of the Pacific Northwest, no events will be found to be more thrilling nor history-making than the empire-building struggles of our pioneer railroad builders. With vision and perseverance these men created commerce and industry . . . opened multiple channels of trade and transportation so that settlements and villages grew into thriving towns and busy cities. The entrance of the Union Pacific into La Grande in July of 1884 marked an era of prosperity and growth for this entire Grande Ronde Valley. Safeway Stores heartily welcome the Old Timers Clubs, Locomotive Engineers in convention, and laud the Union Pacific Semi - Centennial as a worthy testimonial to men of splendid achievement.

SAFEWAY STORES



IN HIS WAY, S. M. SKAGGS, founder of Safeway Stores, and father of the present executive heads of Safeway, was also a pioneer. He had to blaze new trails in a less wasteful method of distributing the necessities of life. A man of high moral purpose . . . a minister of the gospel, untrained in business methods, S. M. Skaggs opened his first tiny store on a side street in American Falls, Idaho, in the summer of 1915. Housed in a frame building, 18x32 feet, which he built himself with borrowed money, this one-man business was dedicated to just one thing . . . lowering the costs of living for his neighbors. Accepting as a challenge the unwarranted, high-priced practices then prevalent, Reverend Skaggs fought waste and inefficiency . . . discarded frills and fancy trimmings to the end that his small business flourished and expanded.



NINETEEN YEARS have passed. The first Skaggs store . . . (now known as Safeway) . . . has multiplied until today its sister stores are to be found in twenty-one Western States . . . each dedicated to the public service ideal of our founder . . . "Distribution Without Waste." The great locomotive, roaring down the track with its string of cars flashing after it, impresses us with its organized efficiency for service. Likewise, a business organization is capable of almost unlimited public service when its leaders and personnel are imbued with the spirit of fair dealing.

SAFEWAY STORES came to La Grande in 1922, with the belief that the people would welcome our economical plan of merchandising. You did! As citizens and business men, we are sincerely interested in La Grande's well-being and pledge active co-operation and support for all forward-looking enterprises.

