

Les Schwab Tire Centers and Oregon Turkey Growers unite

24,000 pounds of Oregon grown Norbest turkeys given in the 4th annual Les Schwab turkey give-away!

If you believe in something, it's natural to look up others who hold the same belief, and work with them. That's the story behind a statewide promotion beginning Nov. 20th!

Les Schwab Tire Centers, Oregon's largest independent tire dealer, and Oregon Turkey Growers will combine to give away 24,000 pounds of Oregon grown turkeys during this 4th annual event.

Les Schwab, founder of the Tire Centers, believes in Oregon, and in Oregon grown products. In addition to the Turkey give-away, the big tire centers also work with the beef growers annually.

When Oregon Turkey growers was founded in 1928, there were three operational plants. Roseburg, Canby, and Salem. The three plants were processing a total of 100,000 birds grown by some 1,200 members in the 1930's.

The number of individual growers has been sharply reduced over the years, and the birds are now all processed in one modern, streamlined operation in Salem.

Today, some 45 years after beginning, 1,500,000 turkeys will be processed by Oregon Turkey Growers, and be presented to the market under the famous NORBEST brand.

Les Schwab Tire Center will be giving away only

Norbest Turkeys during their 4th annual free turkey give-away. "Any bird not perfect does not carry the 'Norbest' label," says Larry Enninga, General Manager and the secretary-treasurer of Oregon Turkey Growers. As a result, only 65 per cent of the 1,500,000 birds grown by our 63 members are granted that mark of quality.

Les Schwab feels their annual Turkey give-away not only promotes good will with their own customers, but also helps Oregon by donating and promoting an Oregon grown product.

Oregon Turkey Growers employs 210 seasonal and 15 full time employees, and processes upwards of 10,000 turkeys a day when operating at peak capacity.

The three original plants were disbanded in the late 1940's, with the exception of the Salem plant. In 1956, the Salem operation was rebuilt, in the first of several expansions and modernization moves. In fact, every 5 to 6 years since 1956 the plant has been expanded.

The latest large expansion has been construction of a large freezer with underground parking for some of the organizations fleet of 22 trucks.

All board members of the Oregon Turkey Growers, including the groups officers, are also full time growers. Larry Enninga, General Manager and Secretary-Treasurer, is also a Norbest Director.



Schwab zone managers

Pictured left to right, above, are the four Les Schwab zone managers: Lee Oglesbee, Albany; Chuck Swafford, Klamath Falls; Joel Ylvisaker, Corvallis and Ed Spray, Portland. On the far right is Larry Enninga, general manager and secretary-treasurer of Oregon Turkey Growers Association, and a Norbest director.

First Les Schwab store in Prineville

It seems a good idea grows no matter where you plant it. "If we can't guarantee it, we won't sell it" is an idea that's grown from a small, one man tire shop in Prineville, Oregon to the United States largest independent tire sales operation.

In 1952 Les Schwab opened his store based on that idea, and a system of merchandising unique in the tire business. Today, Les Schwab operates 43 Tire Centers, and has 27 affiliated dealer locations.

His idea has grown.



Les Schwab

Les Schwab still says "if we can't guarantee it, we won't sell it." And he says it to every supplier the company does business with, which is part of his unique merchandising plan.

Schwab was not a "me-too" man. He was possessed of originality and determination. "Under a franchise, one loses buying power," he said. "We buy tires of the best quality, at the best possible price. This way we can sell at the lowest retail price, and still make sufficient profit to stay in business. If we were bound to only one company by a franchise agreement, we couldn't operate this way."

There were many independent tire dealers in the market when Les Schwab started his business. Most of them franchised by a single major company. "There aren't too many independent dealerships left today," says Schwab, "and I feel most of them have gone broke because of the franchise system."



RON WHITE Manager

He organized his store along the lines of a supermarket. Selling many different brands, rather than a single line. A unique idea in the tire business. But one that worked.

From Prineville, Les Schwab

Tire Centers soon began appearing in other central Oregon communities. Bend, Madras, Redmond, The Dalles. In each community, the idea of buying quality tires from several reliable sources, at the lowest market price, and passing that savings along to consumers, met with success.

Today, the 43 Tire Centers, and 27 affiliates, are still finding acceptance by consumers. The stores are in Oregon, Washington and Idaho, and Les Schwab guarantees are accepted at all stores, just as they are in the location of purchase.

Thus, although Les Schwab Tire Centers are an independent dealership, tire buyers find their tire and battery warranty is acceptable at Les Schwab stores conveniently located almost anywhere they travel.

In addition, since the stores still purchase and sell major brand tires and batteries, the manufacturer's guarantees are good throughout the nation. As an independent dealer, Schwab also operates a large, centralized retreading center in Prineville. All retreading is done here, rather than at each individual store. Les Schwab points out the benefits of this arrangement proudly.

"This plan makes each store much cleaner, more attractive, and reflects the supermarket concept. We want our customers to feel comfortable, and welcome."

Is the operation a success? "Well, let me answer that by the fact we sold over 500,000 tires last year, and we employ over 500 people," says Schwab.

Recently, Les Schwab was named the 1974 Retailer of the year by the Oregon Retail Council. He was selected from 15 finalists for the award, submitted by Chambers of Commerce throughout Oregon.

Often known as 'the gentlemen of the tire business,' Les Schwab may have originated another welcome concept. In each store, the Les Schwab servicemen are happy to offer free flat service for ladies. Over the years, Schwab has spent thousands of dollars advertising the offer.

When a lady calls in with a flat tire, a serviceman is sent out as quickly as possible. Her tire is changed on the spot, and the flat taken to the store for repair. There's no charge for the service call. It's another idea that simply "grew where it was planted."

In addition to his stores and affiliates, and the large retreading operations, Schwab operates two large warehouses in Prineville, to provide facilities to house the carload purchases of tires from several major tire companies. These tires are sent out to stores as needed.

Modern, computerized ordering and billing systems keep Les Schwab Tire Centers on top of their huge inventory, and allow tire purchases to be made at the most appropriate time. This results in the ability to take full advantage of price fluctuations in the market, and to be sure that plenty of stock is on hand when needed.

The firm also operates a fleet of delivery trucks, in the familiar blue and yellow color scheme. These trucks are on the road each day, carry new inventory to stores, and returning with full loads of tires for the retreading operations.

All in all, it's a big operation. Independent of the controlling influences of a single large tire manufacturer, and extraordinarily proud of that fact.

LES SCHWAB Tires



Norbest Tender-Timed TURKEY

TURKEY!

CROSS-COUNTRY Mud & Snow RETREAD

560x13 BLACKWALL

\$13⁶⁰

Here's a tire with durability "plus". You get traction and maneuverability with a Les Schwab Cross Country retread.

SIZE	W/W	B/W	TAX
560x13	14.64	13.80	48
600x13	14.64	13.80	48
650x13	15.79	14.71	52
700x13	16.79	15.75	52
750x14	16.79	14.85	55
775x14	16.79	15.73	60
825x14	17.50	16.80	71
855x14	18.91	17.83	76
860x15	16.81	15.70	51
735x15	16.81	15.70	55
775x15	16.79	15.77	60
815x15	17.84	16.82	70
845x15	18.94	17.86	75
885x15	19.96	18.89	82

All prices exchange with cappable casing of like size.

Plus 48¢ Tax

LES SCHWAB BATTERIES

THRIFTY BATTERY \$20⁷⁵
3600 SERIES \$28⁵⁴
4800 SERIES \$32⁰⁰



Installed FREE anywhere in the area!

3 Ways To Charge:
Our L/S Credit Plan
BankAmericard
or
Master Charge
666-9496
390 E. Burnside Gresham



SEIBERLING POLYESTER TIRE

200

\$23⁰⁰

C78x13 Blackwall Now Only

Smooth riding full 4 ply polyester cord construction with a unique tread design to give good cornering and superb handling on today's highways!

Prices exchange with cappable casing of like size. Add \$1.00 if no trade.

SIZE	WHITEWALL	BLACKWALL	TAX
C78x13	25.96	23.00	1.99
C78x14	27.72	23.44	2.04
E78x14	27.72	24.93	2.24
F78x14	29.80	26.17	2.41
G78x14	30.64	27.58	2.55
G78x15	30.64	27.58	2.63
H78x15	33.03	29.72	2.82
L78x15	36.39	31.91	3.13

LES SCHWAB Tires

7304 S.E. 82nd 777-1447

MONARCH MAGNA GRIP

A78x13 Blackwall

Whitewall... \$27.23

SIZE	W/WALL	BLACKWALL	TAX
A78x13	\$27.23	\$25.17	\$1.78
C78x13	\$28.70	\$27.82	\$1.99
C78x14	\$28.26	\$27.12	\$2.07
E78x14	\$30.26	\$28.06	\$2.24
F78x14	\$32.23	\$29.84	\$2.41
G78x14	\$33.96	\$31.42	\$2.55
H78x14	\$37.82	\$34.25	\$2.77
G78x15	\$34.79	\$32.25	\$2.62
H78x15	\$37.84	\$36.14	\$2.82
L78x15	\$40.94	\$38.14	\$3.13

All sizes exchange with old tire off car. Add \$1.00 if no trade.

SEIBERLING "FOUR SEASONS"

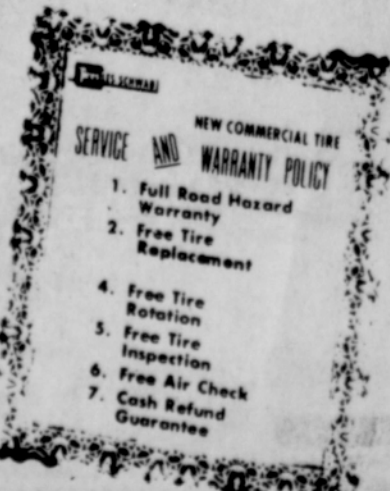
600x12 Blackwall

Whitewall... \$23.74

SIZE	W/WALL	BLACKWALL	TAX
600x12	\$23.74	\$21.82	\$1.53
A78x13	\$28.84	\$25.90	\$1.78
650x13	\$28.70	\$27.11	\$1.95
C78x14	\$30.12	\$27.11	\$2.07
E78x14	\$32.82	\$28.81	\$2.24
F78x14	\$33.81	\$29.26	\$2.41
G78x14	\$36.49	\$31.88	\$2.55
H78x14	\$38.27	\$33.88	\$2.77
S60x15	\$38.70	\$35.88	\$2.82
G78x15	\$38.22	\$34.16	\$2.82
H78x15	\$42.87	---	\$3.13

All sizes exchange with old tire off car. Add \$1.00 if no trade.

Ladies Flat Tires Fixed FREE



NEW COMMERCIAL TIRE SERVICE AND WARRANTY POLICY
1. Full Road Hazard Warranty
2. Free Tire Replacement
3. Free Tire Rotation
4. Free Tire Inspection
5. Free Air Check
6. Cash Refund Guarantee