

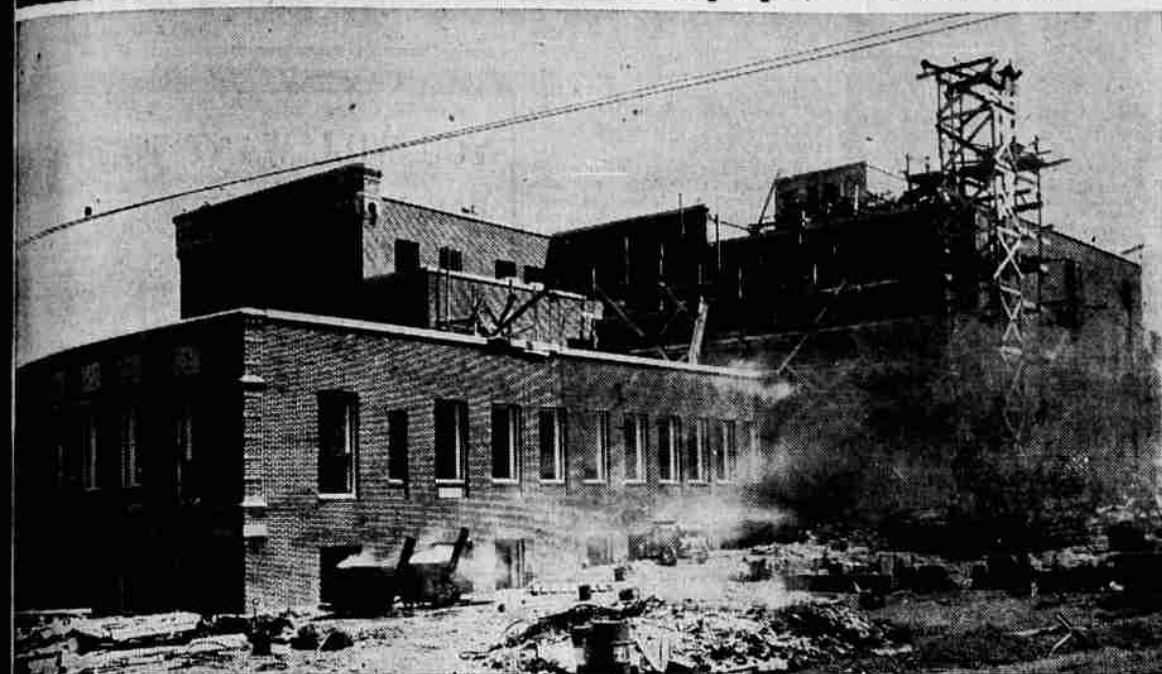
SAFEGWAY STORES

PROGRESS!

Keeping in step with the changing world, Safeway continues to lead the food field with new and modernistic methods of food distribution. Just as new buildings are being erected to further the educational system of our community and new industrial plants are springing up to make it possible for the livelihood of hundreds of people, so does Safeway contribute its share of progress to help build the community in which it operates.

With the erection of the new building in West Springfield, in which the new Safeway store is located, property values have gone up; locations are more desirable; new jobs have been created, and food costs will always be low.

May we repeat again, Safeway will continue to keep in step with the changing world.



Bringing to the University of Oregon campus a long-needed unit, the fine new library building, shown here as it neared completion, was one of the major parts of the big building program for the university, pushed forward under PWA financing during the year 1936. In addition to this building, a new gymnasium and an infirmary are nearing completion on the campus. The new library will feature a browsing room, a new idea in student library buildings, the rooms to be used by those who wish to "browse" among the fine books included in the library built by the university.

ULTRA - MODERN

MEAT DEPARTMENT

THIS MODERN DEPARTMENT WILL PASS THE MOST RIGID INSPECTION FOR SANITATION AND THE FINE QUALITY OF MEAT IS UNQUESTIONABLE. IT IS HANDLED BY MEN WHO HAVE PASSED A STATE HEALTH EXAMINATION

GRAND OPENING

OF EUGENE'S & SPRINGFIELD'S MOST MODERN FOOD STORE

FRIDAY, AUGUST 21st. . . . EVERYONE WELCOME

FREE PARKING

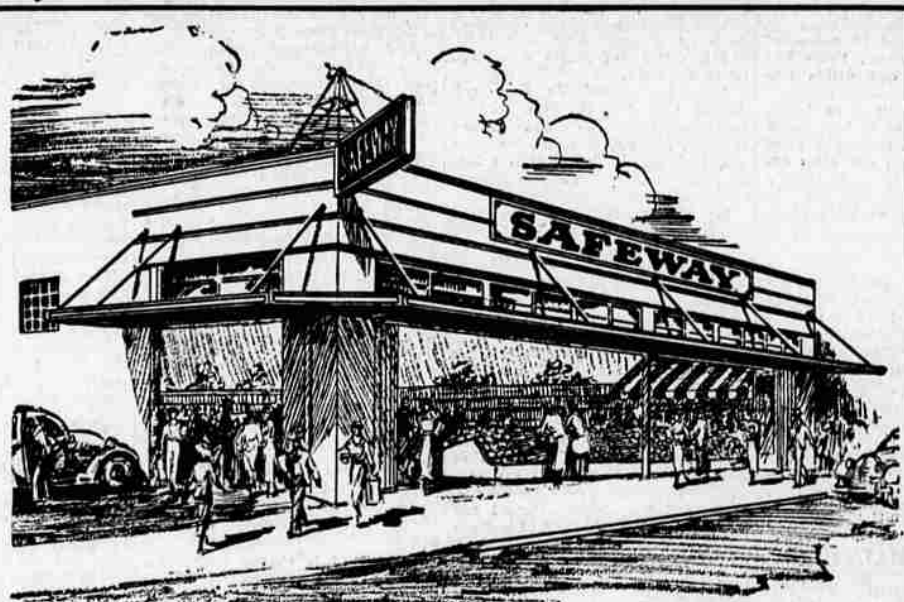
Afficient space has been provided for FREE parking of all Safeway patrons. This will be a regular feature for your convenience. We invite you to use it.

Last Word In Modern FOOD STORES

Who will deny that this is the most modern, up-to-date super food store they have ever seen. Everything has been included to make your shopping convenient, comfortable and profitable. The new self-service system gives you the privilege of personal selection, a feature which nearly all women enjoy. You MUST come and see FOR YOURSELF!

FREE SAMPLES

FREE Demonstrations!



ABOVE—An artist's drawing of your New Modern SAFEGWAY STORE in West Springfield. For modern up-to-date distribution of food, it is complete in every detail.

Open Evenings and Sundays

Another service we will render is enabling you to make purchases of Groceries, Meats, and Vegetables on Sundays and Evenings.

You Will Find —

A large assortment of Eugene Fruit Growers Canned Fruits and Vegetables on our shelves, which are grown and packed locally — together with other nationally known brands of food, your buying will be safe and complete.

Come with a Smile

Meet our two managers

MR. DELLER—Grocery Department

MR. HOLM—Meat Department

DON'T MISS THIS BIG OPENING SALE!

Space will not permit us to list the hundreds of values we have waiting for you, so we invite you to come personally and see the glamorous array of Foods, PRICED AT TREMENDOUS SAVINGS.

Produce Department

The Produce Department is another example of Safeway's ultra-modern idea of food distribution.

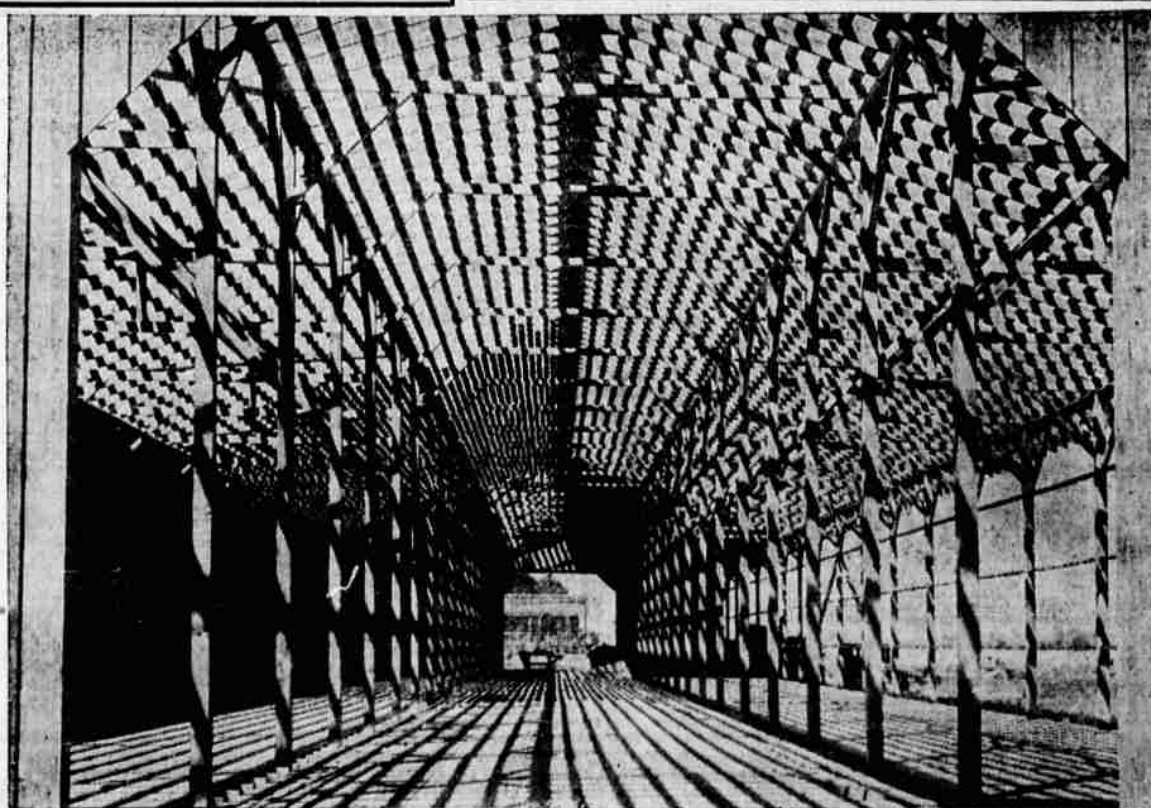
Local Produce Featured

Local produce will be featured at all times. Tons of produce is bought annually from local growers at fair prices to them and the consumer. Come in and see the amazing display of colorful Fruits and Vegetables.

PUBLIC ENEMY No. 1 FOREST FIRES

Let's Help Prevent Them

We Love Our Forests and Fishing Streams.



The development of Lane county's most recent industry is depicted in this picture which shows the large shed to be used for storing flax straw at the Springfield flax retting and scutching plant. The unusual camera study gives an idea of the length and size of the building which was one of the major construction jobs in the Eugene-Springfield area during the year 1936.