

Safeway Stores Are Observing 21st Birthday

With Safeway Stores celebrating their 21st anniversary this week, the story of the progress of this institution brings to light another important chapter in the book of American success.

Like many institutions, Safeway had a very modest beginning. From a tiny "hole-in-the-wall" store, set up in American Falls, Idaho, 21 years ago, to the present far-flung organization of today, covering twenty-one western states, is a type of progress seldom seen in one generation.

S. M. Skaggs, founder of Safeway Stores, was just as much a pioneer as a Daniel Boone or a Kit Carson, for he had to blaze new trails just as they did, though he pioneered in a new field, searching for less wasteful methods of distributing the necessities of life, in order to lower the cost of living.

Mr. Skaggs was a man of high moral purpose—a minister of the gospel by choice and vocation. In 1913, in search of health and forced by circumstances, Mr. Skaggs chose to homestead in American Falls, Idaho.

Here was a discouraging existence at best, but when he found commodity prices to be high—higher than he thought conditions justified—it set him to thinking. Eventually, he evolved a plan which he thought would operate successfully—a new kind of store in which the operating expense would be shorn of all frills and heavy overhead, a new system in which the customer would be enabled to purchase commodities without paying a heavy premium for inefficiency.

So confident was Mr. Skaggs of the need for such a service that he borrowed money, a few hundred dollars, to make his plan a reality. On a rented lot on a side street, he erected with his own hands a frame building 18x32 feet in size.

And thus in the summer of 1915 became the first Skaggs store in the west, founded in the idealism of public service—through strict denial and bitter sacrifice—thus became what was to be Safeway Stores of the present day.

Having thus developed his idea to fruition in his neighborhood and adopted state, Mr. Skaggs turned the business over to his sons, with M. B. Skaggs, the eldest, in charge, and then followed his chosen work of preaching the gospel.

The next expansion step came in 1921 when M. B. Skaggs came to Portland. And, as he expected, he found Portland people much interested in the Skaggs methods of lowering living costs. It has often been said that the city of Portland is the "Cradle that rocked Safeway in its infancy."

During the next few years the name Safeway was adopted and the stores became known as Skaggs Safeway Stores, and later for simplification, Safeway Stores was used entirely.

In recent years with the first rift in the clouds of depression, Safeway launched upon another progressive expansion program. New buildings were erected, new stores installed, and older stores renovated in the most modern manner. Today, the business that is Safeway, is one of the west's largest industries. In Oregon and Washington, millions of dollars worth of northwestern products are distributed by this firm annually.

Local Safeways have been preparing for days to celebrate this 21st birthday in a fitting manner. Huge stocks of new merchandise have been ordered and placed on display for the firm's biggest sales event of the year.

BREWSTER VALLEY

The Myrtle Leaf club met at the community building, Mrs. Ivan Laird entertaining. Plans were made for making a quilt. The pansy design is to be used and each member is going to applique a pansy on two blocks. The hostess served canteloupes, cookies and lemonade to the following members: Mesdames Oscar Durrell, Perley Crowley, J. D. Laird, Chas. Oberman, Harold Shepherd, Belle Shepherd, Wm. Keller, W. A. Nickason, Elmer Wilson, Minor Mead and Miss Hazel Durrell.

Jesse Wagner and daughter, Jean, and T. Bonebrake, from Marshfield, were dinner guests at the Albert Christensen home Sunday. They took a load of myrtle wood home with them.

Mr. and Mrs. Bud Hill and Sam Hill, from Redding, Calif., and Mr. and Mrs. Walter Laird, from Myrtle Point, were the occasion for a get-together at the J. D. Laird home Saturday. Those having dinner together were Mrs. Ivan Laird, Lila Mae and Muri, Marie Clinton, Ethel Abernathy, from Dora, Mr. and Mrs. J. D. Laird and the guests. Sam Hill will stay in the valley for a time but the other guests left that evening.

Mrs. W. A. Nickason and children, Mrs. Ivan Laird and children, and Mrs. Elmer Wilson and children went to Coquille Wednesday to have dinner with Grandma M. A. Kirkendall. She was entertaining for her daughter and husband, Mr. and Mrs. W. S. Cappians, of Cottage Grove. Mrs. Cappians is the aunt of Mrs. Laird, Mrs. Nickason and Elmer Wilson.

What might have been a much more serious accident happened just this side of the Devil's Gate, when Edwin Crowley, who was bringing his grandmother, Mrs. Phoebe Harry, to the Crowley home Sunday evening, was crowded over so far by a passing car that his car went over the grade. The car rolled over twice and landed on its top. It was pretty badly smashed up but not beyond repair. Happily Edwin and Mrs. Harry escaped with bad bruises and scratches. The accident brought Ralph Harry, Mrs. Myrtle Noah and Ralph Noah out from Coquille the same evening.

Mrs. Robert Waggoner came out Saturday evening to spend the last week of her vacation at the lookout station.

Mr. and Mrs. E. A. Curran, from Marshfield, were all-day guests at the Yotz home Sunday. Mr. Curran is Mrs. Yotz' brother.

The Grove girls, Krewson girls and Wilda Shepherd, who have been having a vacation together, come home Sunday, reporting a splendid time. The Krewson girls' aunts, Mrs. Claud Patchen and Mrs. Eva McClue, who had been with them, accompanied them home to visit at the Krewson home for a few days.

Mr. and Mrs. Orlin Lett and daughter, Joan Darlene, came from Bridge Sunday afternoon to visit for a few days at the Elmer Wilson home. Mr. Lett and Mrs. Wilson are brother and sister.

Mr. and Mrs. George Turner and son, Thomas, from Eugene, came in Saturday evening to visit with relatives in the valley. Mrs. Turner is C. M. Wilson's niece. Their coming was an incentive for a get-together of the Wilson, Ivan Laird and Nickason families at the Nickason home Sunday.

Rev. W. Raymond Wilder, of Coquille, conducted services at the community building Sunday afternoon at 2:30 o'clock.

SAFEGWAY

STORE NO. 469
Phone 122

STORE NO. 136
Phone 81



SIX DAYS of SAVINGS

FRIDAY to THURSDAY Aug. 21 to 27, incl.

Aristocrat
Mayonnaise
Made by Durkee's
Quart **39c**
Jar **39c**

AIRWAY Fresh Roasted Pound **15c**
COFFEE 3 Pounds **45c**

Brown Derby
B E E R
11 oz. Bottles **25c**
3 For **1.98**
Case **1.98**
Deposit on Bottles

Maximum Peanut Butter LB. 10c	In Bulk	Del Monte Peaches In Syrup 3 No. 2 1/2 Cans 55c
Highway Matches 6-Box Carton 19c		GRAHAM CRACKERS Honey-Maid 2 lb Box 29c
Seedless Raisins 4 lb Pkg. 25c		Oval Cans Sardines 3 Cans 25c
Edward's Dependable Coffee 2-Pound Can 45c		Gulfkist Shrimp Dry Pack 2 Cans 29c
PRIDE OF WEST Milled in the West		49 LB. B9G \$1.35 BBL. (4 Sacks) \$5.25
FLOUR		CALUMET BAKING POWDER POUND CAN 19c
PICKLING VINEGAR In BULK GALLON 15c		White King WASHING POWDER Lge. Pkg. 33c
Crystal White SOAP Med. Size 10 Bars 37c		Alaska Pink Salmon Tall Cans Ea. 10c
Jello Assorted Flavors Pkg. 6c		SCOT TISSUE 3 Rolls 25c
POST TOASTIES 3 Pkgs. 25c		NU-BORA Washing Powder With Dishes Pkg. 35c
LIFEBUOY SOAP Reg. Size Ea. 7c		WHEAT-ALONE Breakfast Cereal Pkg. 23c
Rinso 2 Lge. Pkgs. 45c		POST'S BRAN FLAKES Pkg. 10c
		PEN-RAD Pure Penn. Motor Oil 2-Gal. Can \$1.25

LOCAL - RED - RIPE Tomatoes 20 LB. Box 43c	FRESH - CRISP Celery 2 Bunches 17c	FRESH - LOCAL STRING BEANS 3 Pounds 14c
FRESH - LOCAL Lettuce 3 Heads 10c	U. S. No. 2 POTATOES Will Not Cook Up 50 lb Bag \$1.39	PICKLING ONIONS 2 Pounds 19c

FRUIT AND VEGETABLE ITEMS FOR FRIDAY AND SATURDAY ONLY



Two photos depicting by contrast the progress made in store design and equipment by Safeway Stores in the past 21 years. Above shows a 1936 model Safeway unit recently opened in Portland. Lower, shows one of the early type Skaggs Stores, bearing the founder's name. The store are celebrating their 21st birthday this week.

Special Events at State Fair
Special days for the Diamond Jubilee Oregon state fair, which will open September 7 at the fairgrounds at Salem, were announced this week by Fair Director S. T. White. Sunday, September 13, will be the closing day of the Fair and because this day will be one of the biggest of the entire week it has been dedicated to the people of Oregon and designated All Oregon Day.

The fair this year observes its 75th anniversary so special stress will be placed on Life Member's day, which falls on Tuesday along with Children's Day, and life members will be fittingly honored at this time. The complete list of special days follows:
Monday—Labor Organizations and Fraternal Orders' Day.
Tuesday—Life Members and Children's Day.
Wednesday—Governor's Day and

Salem Day.
Thursday—Portland and Service Clubs' Day.
Friday—Farm Organizations and Veterans' Day.
Saturday—Editor's Day and Journal Juniors' Day.
Sunday—All Oregon Day.
For Radio Service see Alvin L. McQuigg, authorized Radio-Trician, 505 N. Holly St., city. All work guaranteed.

Buy local bread and support home industry. 5117