Safeway Center Store One of Largest in Northwest

SAFEWAY STORE—This is a front view of the Safeway store in the Medford Shopping Center, one of the largest Safeway stores in Oregon, according to company officials.

Among the Medford Shopping Center merchants who will celebrate their first anniversary this week end is Safeway stores.

Safeway's third, and newest Medford store opened Aug. 20, 1959, at the northwest corner of Jackson st. and Biddle rd.

It is one of the largest of the 100 stores which comprise Safeway's Portland division. Second largest food chain in the world, Safeway has over 2,200 stores throughout the United States and Canada, including three in Alaska.

New Innovation

The shopping center location represents a somewhat new innovation for Safeway. The company once preferred to be "on their own" with neighborhood corner locations or downtown business district sites. The change in shopping habits which has seen the rapid development of large shopping centers throughout the nation, caused Safeway to change its thinking and the company is now represented by locations in shopping centers in every part of the country. It has a store in Portland's new Lloyd Center, largest shopping center in the world.

In its Medford Shopping Center location, Safeway has incorporated the latest in food store equipment and facilities. Emphasis has been placed on customer convenience and comfort and a wide selection of foods. The store regularly stocks more than 7,000 items.

Frozen foods, including frozen poultry and meat products, occupy 136 lineal feet of display space. Cheese, eggs and delicatessen items account for 40 feet of space. In addition, milk, butter, cottage cheese and other dairy products are housed, along with refrigerated beverages in a reach-in wall cabinet measuring 32 feet.

Display Cases

Fresh meats occupy 68 feet of display cases. The self-service system is utilized, but Safeway meat cutters are on duty at all times to do custom cutting at the request of the customer. Marvin Hagen is meat department manager.

Don Tucker is produce department manager. His section of the store includes 92 feet of refrigerated produce plus many additional display fixtures for items that should not be refrigerated such as citrus products, onions and potatoes.

The store is equipped with air-conditioning, a check cashing booth, eight checkstands, automatic entrance and exit doors, a Seeburg high fidelity in-store music system and a baked goods concession operated by Johnson's Model Bakery.

Manager Arthur Nordquist is a veteran of more than 28 years continuous service with Safeway stores. Like most Safeway executives, he rose through the ranks and served as manager of other Safeway stores in Portland and Klamath Falls before coming to Medford in November, 1955.

Assistant manager at the Jackson st. Safeway store is Chuck Smith.

Safeway operates two other stores in Medford. Howard Smith is manager at 130 North Bartlett st. Rex Dillavou heads the staff at 302 West Main st.

J. N. Valentine, district manager for Safeway, makes his headquarters in Medford. The firm employs 68 people in Medford, 42 of them at the Jackson st. store.

Chemical Compounds Get Study at College

Corvallis – An intensive study of mysterious chemical compounds that seem to help some microorganisms withstand thousands of times as much atomic radiation as a normal human is under way at Oregon State college.

The three-year research project, financed by a $24,000 grant from the National Institutes of Health, is under the direction of Dr. A. W. Anderson and Dr. Paul R. Elliker, OSC bacteriologists. In the study, the researchers hope to isolate and identify certain chemical compounds that seem to make it possible for some bacteria to withstand radiation dosages of over 4 million roentgens – about 10,000 times as much as a normal human.

The bacteria the scientists are studying were discovered at the OSC agricultural experiment station four years ago. Research since that time has shown the bacteria are equally resistant to normally-lethal doses of ultra-violet light and x-rays.

Since their discovery, OSC scientists have studied the bacteria's metabolism — the way they chemically use their food — and their physical structure. These studies indicated the bacteria produced chemical compounds in their every-day living processes that hadn't previously been reported as products of normal metabolism in living organisms.

This information led the scientists to believe these unusual chemical compounds may be the key to the bacteria's phenomenal radiation resistance. As soon as they are able to isolate and analyze these compounds, the scientists plan to carry out tests to see if these compounds can be used to provide radiation resistance in higher forms of life.

SPORTING GOODS—A complete sporting goods section is featured in Pay Less Drug's front end. Here a customer can find any item to please the fisherman. Rods, reels, lines and lures are purchased direct, and the savings passed on to the customer. Pay Less is a franchised dealer for camera equipment from Kodak, Bell and Howell, Polaroid and Keystone. Many other brands are also handled. A new line taken on in the front is car batteries.

FLOOR SPACE—Pay Less Drug has approximately 10,000 square feet of floor space. Aside from a complete line of day staples, the store is being stocked with new and different merchandise. A common statement heard in the store from the customer is "I have never seen so much and such a variety in any one store in all my life!"

Savard Named Head Of Kiwanis Club

Arthur M. Savard, representative of Equitable Life Assurance society, was elected yesterday as Medford Kiwanis club president for 1961.

Savard, who has served this year as vice president, will succeed Dr Merle Foland.

Also elected for 1961 were Harry Barker, vice president, and Herbert Partridge, Robert Balk, John Nuich and Sam Richardson, directors.

As immediate past president Foland automatically will be a director in 1961. Hold-over directors are Glen Allen, Chandler Drew, Paul Mitchell and Dr. E. W. Sickels.

Hal Gardner, fund drive chairman for the United Medford Crusade, spoke to Kiwanians at their luncheon meeting yesterday at Rogue Valley Country club. Tom Ness, plant chapter chairman, showed a UMC motion picture.

ARTHUR SAVARD
1961 Kiwanis President

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