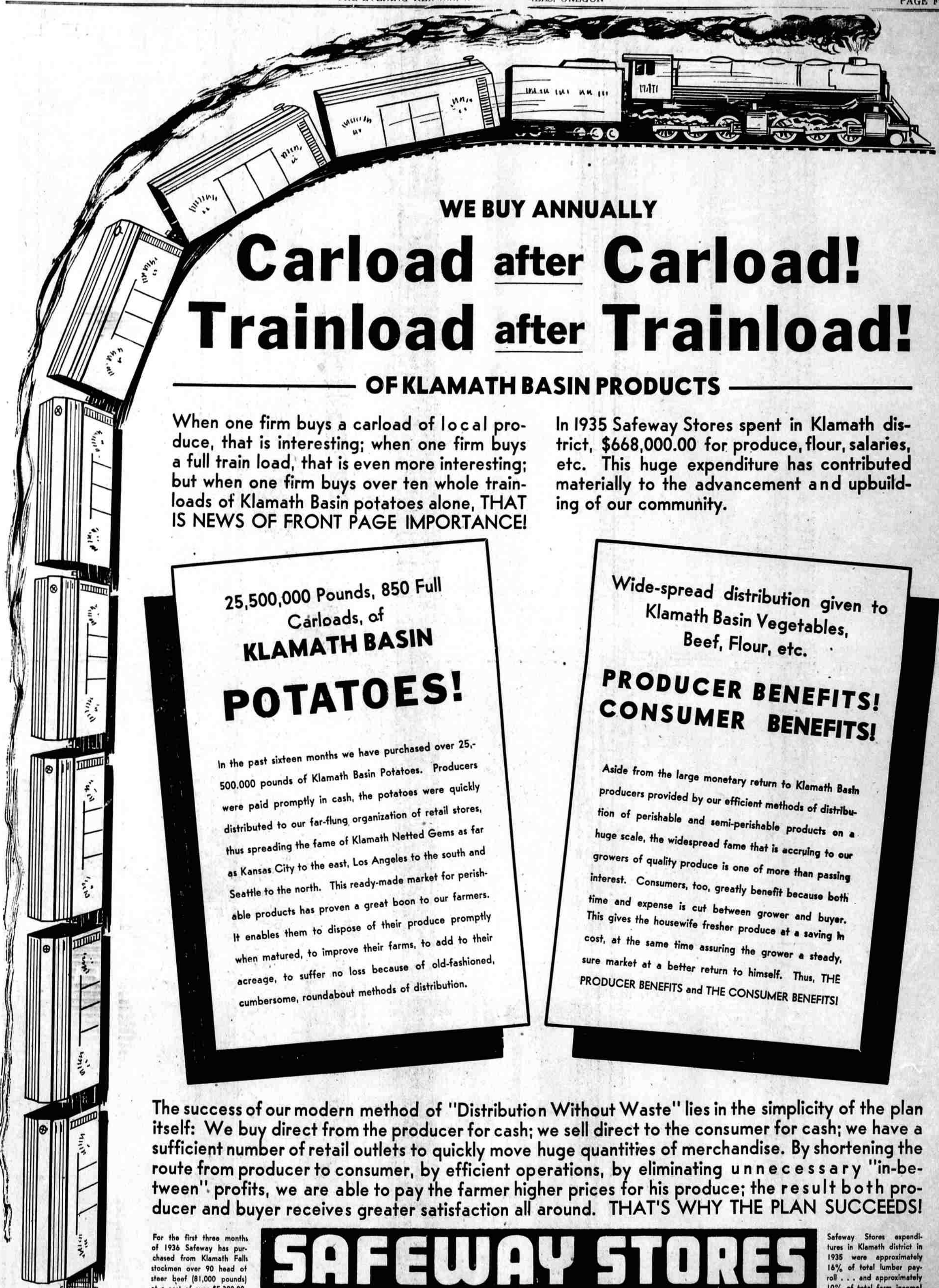




WE BUY ANNUALLY

Carload after Carload! Trainload after Trainload!

OF KLAMATH BASIN PRODUCTS

When one firm buys a carload of local produce, that is interesting; when one firm buys a full train load, that is even more interesting; but when one firm buys over ten whole trainloads of Klamath Basin potatoes alone, THAT IS NEWS OF FRONT PAGE IMPORTANCE!

In 1935 Safeway Stores spent in Klamath district, \$668,000.00 for produce, flour, salaries, etc. This huge expenditure has contributed materially to the advancement and upbuilding of our community.

25,500,000 Pounds, 850 Full
Carloads, of
**KLAMATH BASIN
POTATOES!**

In the past sixteen months we have purchased over 25,500,000 pounds of Klamath Basin Potatoes. Producers were paid promptly in cash, the potatoes were quickly distributed to our far-flung organization of retail stores, thus spreading the fame of Klamath Netted Gems as far as Kansas City to the east, Los Angeles to the south and Seattle to the north. This ready-made market for perishable products has proven a great boon to our farmers. It enables them to dispose of their produce promptly when matured, to improve their farms, to add to their acreage, to suffer no loss because of old-fashioned, cumbersome, roundabout methods of distribution.

Wide-spread distribution given to
Klamath Basin Vegetables,
Beef, Flour, etc.

PRODUCER BENEFITS! CONSUMER BENEFITS!

Aside from the large monetary return to Klamath Basin producers provided by our efficient methods of distribution of perishable and semi-perishable products on a huge scale, the widespread fame that is accruing to our growers of quality produce is one of more than passing interest. Consumers, too, greatly benefit because both time and expense is cut between grower and buyer. This gives the housewife fresher produce at a saving in cost, at the same time assuring the grower a steady, sure market at a better return to himself. Thus, THE PRODUCER BENEFITS and THE CONSUMER BENEFITS!

The success of our modern method of "Distribution Without Waste" lies in the simplicity of the plan itself: We buy direct from the producer for cash; we sell direct to the consumer for cash; we have a sufficient number of retail outlets to quickly move huge quantities of merchandise. By shortening the route from producer to consumer, by efficient operations, by eliminating unnecessary "in-between" profits, we are able to pay the farmer higher prices for his produce; the result both producer and buyer receives greater satisfaction all around. THAT'S WHY THE PLAN SUCCEEDS!

For the first three months of 1936 Safeway has purchased from Klamath Falls stockmen over 90 head of steer beef (81,000 pounds) at a cost of over \$5,300.00.

SAFEGWAY STORES

Safeway Stores expenditures in Klamath district in 1935 were approximately 16% of total lumber payroll . . . and approximately 10% of total farm income!

T. M. MEDFORD, Dist. Mgr., Klamath Falls, Ore.