

BUY OREGON QUALITY GOODS

Patronize Home Industries of Your State and Help Make Oregon Grow

SUPPORT of Home Industries is One Form of Patriotism.

WOMEN Are Purchasing Agents in Most homes. Their cooperation is necessary

PAY-ROLL Money Stays at home helps make Oregon prosperous



Preferred Stock GROCERIES

FRUITS
VEGETABLES
TEAS, SPICES, EXTRACTS, ETC.

ALLEN & LEWIS, BEND, ORE.

Pearl Shortening

A Product of HOME INDUSTRY.

A Shortening of REAL MERIT.
Made by one of the Largest Home Industries.
For RESULTS it will compare favorably with any High-Price shortening on the market.
It is ECONOMICAL and gives Excellent results in any kind of Cooking.

Union Meat Co.

NORTH PORTLAND, ORE.



Purula Toilet Preparations and Medicinal Remedies are Guaranteed to Please.

Every Druggist in La Grande Sells them.

Sworn Statements

OF ALL LIFE INSURANCE COMPANIES ON FILE WITH INSURANCE DEPT. AT SALEM SHOW

OregonLife
Leads in Oregon in

1. Insurance written in 1916.
2. Gain in Insurance in force 1916.
3. Gain in Premiums collected 1906 to 1916.
4. Gain in Insurance in force 1906, to 1916.

Before you sign an application for Life Insurance investigate our new Low Premium Policies.

OregonLife Oregon's Successful Life INSURANCE COMPANY
Oregon Money Invested in Oregon.

HOME OFFICE: Corbett Building, Fifth and Morrison, PORTLAND, ORE.
A. L. MILLS, President. C. S. SAMUEL, General Manager. E. N. STRONG, Assistant Manager.

E. C. HERZINGER
DISTRICT REPRESENTATIVE



TRY **HOUSEHOLD SODA CRACKERS**

15¢
In The Handy Red Package

For Food Value you'll find them the ideal sodas for your family—crisp, tasty and satisfying

TRU-BLU BISCUIT CO. PORTLAND

SPOKANE TRU-BLU BISCUIT CO. PORTLAND

Larger Bottles of Better Dressing

At The Same



Mayonnaise Dressing



A Delicious Dressing For Salads, Meats or Fish.

Ask Your Grocer For **DIAMOND "W" PURE FOOD PRODUCTS**

WADHAMS & CO. Manufacturers and Wholesale Grocers.



OLYMPIC PANCAKE FLOUR

Its the daily breakfast in thousands of western homes.

There is no other so digestible and healthful.
Honestly recommended as the daily diet of the entire household.

Because the ingredients are so blended as to produce a food that is appetizing and perfectly digested. Those who have found other pancakes indigestible will find OLYMPIC agrees with the most delicate stomach.

The Portland Flouring Mills Co.

Send us the end of the package and receive by return mail a Magnetic Top.

Promote Life and Vigor



GOLDEN ROD

- ROLLED OATS
- WHEAT FLAKES
- PANCAKE FLOUR
- WHEAT NUTS
- RALSTON BRAN

On "Wheat-less" days use Golden Rod Oats, Corn Meal, Rye Flour and Buck Wheat Flour.

"Central" Appreciates Your Kindness

There are three operators concerned in every telephone call—you, the party you are talking to and "central."

All three parties must co-operate if the best service is to be had.

The telephone operators are human, just as you are.

Being human, they appreciate kindness and courtesy, but resent unkindness and discourtesy just as any of us do.

Kindness begets kindness, courtesy creates courtesy and patience encourages patience.

If you wish to get the best out of your telephone, make it a point to be kind and courteous to the operators.

HOME INDEPENDENT TELEPHONE CO.