

Vote

to bring back the beautiful milk classics.



You could win a trip to Mazatlan...Acapulco...or the Dunes at Lincoln City!

It's an election year, and we'd like your vote! Many Oregonians have asked us to bring back their favorite milk outdoor boards...so this is *your* chance to have a say in the selection! Refresh your memory by glancing over the 18 award-winning "Milk, the Beautiful Food" outdoor boards pictured in this ad. Then mark the numbers of your top three choices on the ballot. (You may also pick up extra ballots at your local participating radio station.)

Enter the Drawings for Three Exciting Vacation Trip Prizes!

Mail the completed ballot to your participating local radio station, and you could win one of three dream trips for two. First place winner may have his or her choice of any of the three prizes:

Trip #1: A romantic retreat to Mazatlan for two! Includes round trip airfare from Portland, lodging for seven days and seven nights at the deluxe Camino Real Hotel...right on the beach...meals, bay and harbor cruise, welcome party, special fiesta and more...compliments of OBIE OUTDOOR ADVERTISING, INC.!

Trip #2: A spectacular sojourn to Acapulco for two! Includes round trip airfare from Portland, meals and lodging for seven days and six nights at the elegant La Palapa Hotel...featuring a private

terrace with view of the bay, swimming pool and more...all on the beach of Acapulco's "golden zone"...compliments of ACKERLEY COMMUNICATIONS, INC.!

Trip #3: A get-away week for two at the beautiful Dunes Resort in Lincoln City, on the scenic Oregon Coast! Includes ocean-view lodging for six nights and seven days, use of the heated indoor pool and adjoining Jacuzzi pool, plus \$200 in spending money...all compliments of CARLSON OUTDOOR CO., DONREY OUTDOOR AND HONALD INCORPORATED!

Winners will be selected in random drawings at the end of the contest by Oregon Dairy Princess Rebecca Droz. Participating radio stations will award exciting weekly prizes, too. Tune in for details!

Vote today for the three milk outdoor boards you like best. Then send in your ballot for tabulation...and to enter radio station and grand prize drawings! And remember...a vote for Milk is a vote for the Beautiful Food!

Mail your ballot to

KEX Radio 2130 SW 5th Ave. Portland, OR 97201	KOW Radio 1501 S.W. Jefferson Portland, OR 97201	KFAM Radio 4700 S.W. Council Crest Dr. Portland, OR 97201
KUPX Radio 6400 S.W. Canyon Ct. Portland, OR 97221	KYTB Radio 2040 S.W. 1st Portland, OR 97201	KWJJ Radio 1415 S.E. Ankeny Portland, OR 97214
		KWJJ Radio 931 S.W. King Ave. Portland, OR 97205

Beautiful Milk Ballot and Entry Blank.

These Beautiful Milk outdoor boards get my vote as the three top classics! (Fill in numbers listed beside photos of boards.)

☐ First Choice ☐ Second Choice ☐ Third Choice

Name _____

Address _____

City _____ OR Zip _____

Telephone _____

All entries must be postmarked no later than midnight, Friday, October 20, 1978. Open to Oregon residents only. Contest closed to employees of the Oregon Dairy Products Commission, participating newspapers, radio stations and outdoor advertising companies, and their families. Winners will be selected in random drawings by the Oregon Dairy Products Commission at close of contest period. Prizes are not transferable to anyone except members of immediate family and are not redeemable for cash. All trips must be used before February 28, 1979.

Milk, the Beautiful Food—Dairy Farmers of Oregon