

# Save the Labels From These Goods--Cash Prizes Given Monthly



## BOOST FOR OREGON

The Summer Salad is made far more dainty and much more quickly by using

**DIAMOND**

**Salad Dressing**

Why cook dressing these warm days, when Diamond "W" is all ready for use?

Insist Upon Diamond "W"

Have all Diamond "W" labels in for prizes Friday.

Always Light and Always White

My Bread never fails when I use

**Olympic Flour**

There isn't any "trick" at all, because—it isn't the recipe, it's the flour—Try "Olympic" and you'll soon agree to this. Specify "Olympic" to your grocer and have all saleschecks in for prizes Friday

Ideal Summer Hot Cakes are made from

**Albers' Flapjack Flour**

Unfailing success is assured. Delicious Summer and Winter.

Ask your grocer for Albers' Flapjack Flour!

Have all Albers' Labels in for Prizes Friday

The crowning achievement of purity and goodness is found in

**Columbia BRAND Ham, Bacon and Lard**

Ask your dealer to supply you with the "Columbia" brand.

Union Meat Co.

Standing Sentinel over cheerful, chubby babies

**Purity Milk and Cream**

is pure, Pure, PURE!!!

Absolutely the safest milk delivered in Portland today. Guarded in every step by modern science

If It's Pure Enough for Baby It's Pure Enough for You

Have all Labels in for Prizes Friday

## Have All Labels in for Prizes Friday

ALL LABELS for this month saved from the articles advertised on this page should be in the Home Industry Department, Oregonian Office, by 6 P. M., Friday, May 29th. The names of the prize-winners will be announced in next Monday's Home Industry Page.

Remember: Not more than half the labels turned in by any person should be from one article.

The boys and girls writing essays on "Why Oregon People Should Do All Their Buying From Oregon Manufacturers, Everything Else Being Equal," should have them in the Home Industry Department, Oregonian, not later than 6 P. M., Friday, May 29th. The names of those winning prizes will be published in next Monday's Page.

Be Sure to Save the Labels! Visit the Made-in-Oregon Exhibit at Fifth and Oak Streets.

For Tomorrow's Breakfast—for any Good Meal

**Columbia BRAND BUTTER**

Churned fresh daily in our Own Creamery

Union Meat Company.

SAVE 12 OF THESE LABELS

**HARADON'S SUPREME BISCUIT**

AND GET FREE THIS SAMPLE BOX OF SUPREME DAINTIES

Simply collect 12 ends from six packages of "Supreme" Biscuit, "Supreme" Soda, or any other packages of "PREMIER" baked goods, and if your grocer cannot supply you with the complimentary box, mail them direct to us, and the full surprise package will be sent at once by parcel post, absolutely free.

F. F. HARADON & SON, Portland, Oregon.

LABELS ARE ALSO GOOD FOR PRIZES.

From Healthy Cows in green pastures, you get pure nourishment in every can of

**"Holly" Milk**

It is evaporated by the most modern methods known to science, under conditions absolutely sanitary.

At all Grocers.

Have all Labels in for Home Industry Prizes Friday

"Isn't It Jolly and So Easy?"

All you require is milk and butter and

**Otter Clams**

and—in just a few minutes you have a chafing dish concoction that's a real treat."

At all grocers—15c 2 cans 25c

Have all labels in for prizes Friday.

I Recommend This Broom, Madam.

Of all my selections, the best are

**Zan Brooms**

Made from the most carefully selected broom corn, by expert workmen. They save time and energy in housework.

LOOK FOR THE BIG Z

Have All Trade-Marks in for Prizes Friday.

Keep Men Employed at Home

You can help in this direction by using electricity supplied by

**Portland Railway, Light & Power Company**

They have ten large generating stations in Oregon, employing large corps of men in each.

Help develop Oregon!

Buy "home-made" electricity!

PORTLAND RAILWAY, LIGHT & POWER COMPANY

Broadway and Alder Street

Phones: Marshall 5100, A 6131

## ARE YOU SAVING THE LABELS?

ARE YOU boosting for Oregon and spending your money at home to develop your own state? Every dollar you spend at home not only brings you full returns—it helps Oregon grow financially and industrially. INSIST UPON OREGON-MADE GOODS

**Cash Prizes for Labels From Goods Advertised**

To stimulate interest in Home Industry, the following cash prizes are offered by The Oregonian each month. For the greatest number of labels from goods advertised on this page:

- First Prize \$10 in Gold
- Second Prize \$5 in Gold
- Third Prize \$2 in Silver
- Three Prizes \$1 Each

## And \$120 for the Best Essays

On "Why Oregon People Should Do All Their Buying from Oregon Manufacturers, Everything Else Being Equal."

Contest open to every boy and girl in Oregon under 18 years of age:

- First Prize \$5
- Second Prize \$2
- Three Prizes of \$1 Each

Essays should not be over 200 words in length and must be in the Home Industry Department before the last Friday of the month. Writer should mention articles, such as cereals, coffee, etc., used at home. The writer's full name, with name, address and telephone number of parents, should be on each essay.

## It's Our Favorite--

We've tried many coffees but always return to

**Golden West Coffee**

—Old crop coffees give that rich, mellow flavor which has made "Golden West" so popular!

Scientific blending insures perfect uniformity of brew.

Have all "Golden West" labels in for prizes Friday

### ESSAY RULES ARE GIVEN

#### HOME INDUSTRY COMPETITION TO CLOSE FRIDAY.

Label Contest Ends This Week and Prizes Will Be Given for Greatest Number of Tags Saved.

Essays to be entered in the contest this month for the home industry prize must be sent in to the Home Industry Department not later than Friday night. As soon as possible after that the judges in the contest will read the essays submitted and will award the prizes, aggregating \$120.

The essays are to be on the subject, "Why Oregon People Should Do All Their Buying From Oregon Manufacturers, Everything Else Being Equal," and will be accepted from all boys and girls of Oregon under 18 years of age. The essays must be in the child's own handwriting and must be limited in length to 200 words.

The prizes to be awarded are \$5 for the best essay, \$2 for the second best essay and \$1 each for the third, fourth and fifth best. The winning essays will be presented with the Monday morning home industry advertising pages published in The Oregonian.

Persons who are taking part in the label contest being held in conjunction with the industry prize must have their collections of labels in the hands of the Home Industry Department by Friday night. For the greatest number of labels from products advertised on the home industry page a prize of \$10 will be awarded. A prize of \$2 will be given for the next to the largest number, \$2 for the third largest collection and \$1 each for the next three largest collections.

**Highway Will Be Improved.**

MONROE, Or., May 24.—(Special).—Benton County's "good roads day," May 28, will be vigorously observed throughout southern Benton. The three-mile stretch of the new Pacific Highway between this city and the Lane County line will receive particular attention. With this strip placed in good condition the entire road from Independence to Eugene will be in fine shape. Lane County having completed the highway from Junction City to the line.

### HOME GOODS BOOSTED

#### EXHIBIT OF OREGON PRODUCTS CALLED IMPORTANT FACTOR.

Display Made for Publicity Purposes Includes Specimens of Nearly All Articles Manufactured in State.

That the new exhibit of Oregon products opened Friday on the ground floor of the Commercial Club will be a great advertising factor for home-made goods was the opinion expressed yesterday by prominent Portland business men.

"This exhibit is the nucleus of a big display," said David M. Dunne, president of the Manufacturers' Association. "It will be an ideal information bureau. We intend to keep a girl there constantly to care for the exhibit and answer questions concerning it."

"I think that it will be a prominent factor in exciting a sentiment in favor of home-made goods. Our local factories depend largely on our own peo-

ple. If we do not support them, they will never reach the magnitude that is rightfully theirs.

"Proper publicity for our present manufactured goods will encourage the establishment of other factories here. We started two new factories last week. These are necessary to give employment to the boys and girls who are just finishing school. Unless they may obtain employment in factories, there is little left for many of them to do."

"Of course, this exhibit is largely a nucleus for the display of Oregon goods that will be sent to the Panama-Pacific Exposition at San Francisco next year, but the real object is to advertise Oregon-made goods."

C. C. Colt, president of the Union Meat Company, declared that the chief reason why home-made products do not sell better is because the average man does not know what goods are made in Oregon.

The present exhibit was prepared by the home industry department of the Portland Ad Club.

The display includes breakfast foods, hams, bacon, syrups, honey, woolen shirts, woolen blankets, crackers, canned foodstuffs, Oregon-mixed spices and coffees, brass goods, pianos, furniture, brick, paint and specimens

of nearly every manufactured product of Oregon.

### 50 GUARDSMEN AT RANGES

Rain and Wind Do Not Prevent Some Good Individual Scores.

In spite of a drizzling rain, which continued nearly all day, a company of National Guardsmen yesterday made a good showing in rifle practice at the Clackamas rifle range. Equipped with pom-poms, about 50 of the men went through the usual long-range shooting.

Although the rain made shooting difficult, a number of the most qualified, making scores which would be considered creditable in perfect weather. In addition to the rain there was a stiff breeze.

ises of employment, "has the laugh" on Detective J. E. Abbott.

### PRISONER MAKES ESCAPE

Bunco Man Says He Gets More in Week Than Sleuth in Month.

Chester Moore, alias Victor Morley, sentenced recently to six months in jail for buncoing chauffeurs with prom-

iscaped from Kelley Butte rockpile, and seems likely to belie Abbott's prophecy.

### PROSSER HAS NEW RURAL ROUTE.

—A new rural mail route has been established at Prosser, which will be No. 2, and will begin on June 1. It will cover 15 1/2 miles. It is expected it will be extended by Fall.

London has a school for servants.

Now Mother Grigg got cranky Like the woman in the shoe. She had so many children Her washings were ne'er through Just then she tried the Palace The laundry of renown; And now she's fat and jolly As any one in town.

**PALACE LAUNDRY CO.** PHONE EAST 1030 B-2113