

Prizewinners for September Label Contest

Those Turning in the Greatest Number of Labels From the Articles Advertised on This Page for September Are:

First prize, \$10.00, Mildred Boon, 6930 Forty-sixth avenue.
 Second prize, \$5.00, Joseph Samard, 287 Twentieth street.
 Third prize, \$2.00, Jennie Domain, 489 Jefferson street.
 Fourth prize, \$1.00, Ruth Weldon, 7236 Fiftieth avenue Southeast.
 Fifth prize, \$1.00, Edna Duel, 1622 Kirby street.
 Sixth prize, \$1.00, Grace Stephens, 593 Jefferson street.

Following Are the Prizewinning Essays

on "Why Oregon People Should Do All Their Buying From Oregon Manufacturers, Everything Else Being Equal"

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

Save all Labels for Prizes.



FIRST PRIZE, \$5.
 I stands for loyalty claimed by each one.
 O stands for Otter clams, the best under the sun.
 Y stands for yellow cornmeal, so grand.
 A stands for Albers, the makers of the brand.
 L stands for loyal, so give justice to your land.

B stands for brooms, the Zan make we know.
 O stands for oatmeal, the cereal to make you grow.
 O stands for Oregonian, the paper you take.
 S stands for Supreme crackers, the cake.
 T stands for Testicks, baked by the Royal.
 E stands for Eggs, the kind that don't spoil.
 R stands for roses, grown in our land.
 S stands for stock crackers, the very best brand.

O stands for Oregon spaghetti, made in the state.
 F stands for Flapjack to make pancakes so great.

O stands for Oregon, the land of sunshine.
 R stands for radishes, the vegetable to grow.
 E stands for electricity, made in the state.
 G stands for Golden West coffee, the flavor so great.

O stands for Olympia, the best of its time.
 S stands for surf and sea, the Oregon coast.

LOUISA DAMAIN,
 559 Jefferson Street, Portland, Or.

SECOND PRIZE, \$2.
 "Daughter, where are the Allen & Lewis oysters I ordered? Yes, the Diamond W. mayonnaise is missing, too, and the Columbia butter. I declare, my luncheon will be a failure. Why are clerks so careless?"

"Mother, I called, 'It is all my fault. I asked Mr. Grocer for them and he replied, 'We do not carry those lines of goods.' Why not? I asked, 'I'm afraid a little expatriated. You know they are perfectly delicious, and so fresh.'"

"Mother, I'm really afraid, was rude, too, but I had just heard Mr. G. telling a traveling salesman: 'Times are so hard, and I named everyone from the President down to the war in China. I couldn't refrain from saying to him: 'You expect good times for Oregon and Oregonians, and yet you pack your shelves with every foreign brand of goods you can get. You pass by our own wholesalers, who have the freshest, most nutritious and cheapest goods on the market. You would give employment to Eastern workers and let our strong, healthy men walk the streets, hungry, because your sense of justice tell you to advertise, sell and give first chance to Oregon products?' If help cannot come from within, why expect it from without?"

Mr. G. is good natured and smilingly replied: "You have taught me a lesson, miss. Hereafter state as my motto, Oregon first."

VESTA BROSSIER,
 430 Mill Street, Portland.

THIRD PRIZE, \$1.
 The reason all people should buy Oregon-made goods is first—because they are of excellent quality. Second—it is always best to spend our money for home products and keep it to develop our own state. Oregon produces almost everything people need. What is more appetizing for breakfast than hot cakes made of Albers Flapjack flour; some home-grown fruit and Golden West coffee, made in an electric power plant? For luncheon, Otter clam chowder, made with Holly milk and served with Supreme sodas; salad made out of Preferred Stock, canned for dinner, home-grown vegetables, Columbia

brand ham, fried; home-made bread made from Olympia flour, and best Columbia butter; a dessert made from Diamond W. jelly powder with Purity cream, whipped?
 My mother always uses Oregon-made goods, not only here, but in Nevada, and Nevada, All Allen & Lewis Preferred Stock canned goods were considered the best.

Mother is calling me, she wishes me to sweep the porch. I shall sweep it with a Zan broom, made by Pacific Coast Broom Company.

MILDRED HASSEL,
 7221 Foster Road E. E., Portland, Or.

FOURTH PRIZE, \$1.
 When grandma came from the East to visit us, Mamma said, "I'll have dinner. I know you're hungry." In 20 minutes mamma called "dinner" and grandma looked surprised, but was more surprised at everything she ate.

Mamma had an Otter clam chowder, Knights dill pickles, Pacific Coast Biscuit Company crackers, rolls made of Olympia flour, Pacific Honey Company honey, Preferred Stock asparagus and pineapple, Damascus cream and butter and Golden West coffee.

Grandma said, "I used to kill a chicken, make pies, spend two hours preparing for meals for my family, so just give most of the credit to the state for its products."

Mamma said, "Yes, it's the Oregon products. All Oregon women cook good meals for their families, so just give most of the credit to the state for its products."

Grandma said, "I want to live in Oregon, but I must go back East first to tell all the women I know about the way times Oregon women have and the good things they have to eat. I can't have them keep on working as they do."

Let's each of us in our small way make this advertising campaign a still greater success by using only home products, advertising their use. It's the only way to a fairer, better Oregon.

LUTHER MEADOWS,
 290 Salmon Street, Portland, Or.

"SIMPLY DELICIOUS,"

Columbia BRAND BUTTER

Made from select cream and churned fresh daily in our own model creamery. Get it from your dealer.

UNION MEAT CO.



Specify Supreme Sodas

10¢—At Your Dealers. A Free Treat!—with 12 labels from "Supreme" baked crackers or cakes of any kind mailed direct to containing a complete assortment of "Supreme" Baked Dainties will be sent at once by parcel post, absolutely free.

F. E. Haradon & Son
 Portland, Or.




For Success in Bread-Making You Must Admit

It isn't the Recipe, it's the Flour!

is synonymous with light, white, wholesome bread. Insist upon "Olympic."

Save all sales checks for prizes.

LYONS PATENT FLOUR
 PORTLAND, OREGON
 OLYMPIC



Your ideal of ham, bacon and lard is satisfied with

Columbia BRAND Ham, Bacon and Lard

Call for it—demand it—by name, at your dealers.

UNION MEAT COMPANY.



Taxes Paid in Oregon
 mean moneys turned into the coffers of the state. Just think of the vast sums paid by the

Portland Railway, Light & Power Company

on its plant in the ten large generating stations throughout the state. Help develop Oregon.

Buy "home-made" electricity!

PORTLAND RAILWAY, LIGHT & POWER COMPANY.
 Broadway and Alder Streets.
 Phones: Marshall 5100, A 6131.

Any Delicious 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."

Save all Diamond "W" labels for prizes.



First Aid to the Hostess

When unlooked-for company comes, you'll feel perfectly secure with

Otter Clams

in the pantry. Delicious broths, chowders and bouillions prepared in a few moments

All the fresh sweetness of flavor retained

At all grocers, 15¢—2 cans 25¢

Save the labels for prizes



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

Save All Trade-Marks for Prizes.



"Early to Bed and Early to Rise"--
 is a splendid old adage, but one which not many of us can follow these busy days.

Albers' Flapjack Flour

does a way with the old method of "setting" buck-wheat over night. Prepared in 3 minutes—The cakes are delicious, nutritious and easily digested. Save all Albers' labels for prizes.



The Wise Housewife Knows--
 that whipped cream adds 100 per cent to the flavor and daintiness of salads and desserts. Also that it does not add to the expense if she uses

"Holly Milk"

It Whips Because It Is Richest in Butter Fat!

Cool a can on ice over night and see how well it whips!

Save the labels for prizes.



Preferred Stock GROCERIES

Save All Labels for Prizes.

ALLEN & LEWIS' BEST BRAND



The Final Test Is in the Taste

We have our blend scientifically tested, but your test of

"Golden West" Coffee

is its flavor—And its thousands of users say "Delicious."

Only old-crop coffees used—scientifically blended to give uniformity of brew.

Save all "Golden West" labels for prizes.



DRY PROBLEM FACED

LA CENTER MUST FIND MEANS OF REPLACING LICENSE INCOME.

If Three Saloons Yielding \$2400 Are Shut Up Maximum Taxes That Can Be Levied Are \$620.

VANCOUVER, Wash., Sept. 20.—(Special.)—Reports from La Center, a small town in this county, indicate that the Town Council has a real problem to solve. At a recent election a "dry" Council was elected and later a petition was presented, signed by about 300 petitioners, requesting that no more licenses be granted to saloons within the corporate limits of La Center. The Council is to act in favor of the petition; in fact, the license for one saloon has expired and has not been renewed, and the licenses for the other two will expire in a short time.

Each saloon has been paying \$500 a year license, and this netted \$2400 annually. For years, it is understood, no tax levy has been made, and street im-

OREGON LAW CRITICISED

WEIGHT AND MEASURE REQUIREMENTS CONDEMNED.

F. S. Holbrook, of United States Bureau of Standards, Suggests Amendments to Existing Act.

SALEM, Or., Sept. 20.—(Special.)—Declaring that if action were not taken soon Oregon would become the dumping ground of incorrect weights and measures and non-standard packages of goods discarded by other states, F. S. Holbrook, of the United States Bureau of Standards of the Department of Commerce, has conferred with State Deputy Sealer of Weights and Measures, Mr. Holbrook said the Oregon law was far from being a model and that in many respects it was not workable. In place of County Sealers of Weights and Measures, appointed by the County Courts, he urges the appointment by the State Department of district seal-

RAILROAD HELPS FAIR

SOUTHERN PACIFIC OPENS OFFICE ON GROUNDS AT SALEM.

Special Passenger, Baggage, Express and Telegraph Service Promised. Portland Day October 1.

SALEM, Or., Sept. 19.—(Special.)—Secretary Meredith of the State Fair announced today that the Southern Pacific Company would open an office at the grounds Monday for the accommodation of patrons of the fair. John M. Scott, general passenger agent, has promised to provide the best train, baggage, express and telegraph service in the history of the annual exhibition.

"There will be every facility for handling freight and passenger traffic," said Mr. Meredith. "On Portland Day, October 1, a round-trip fare of \$1.50 for adults and 90 cents for children will be provided. Mr. Scott says arrangements will be made to handle without delay the big crowds expected

ALBANY CALLS OHIO MAN

Carl A. Hyer, of Wesleyan University, Athlete, Gets Biology Chair.

ALBANY, Or., Sept. 20.—(Special.)—Carl A. Hyer, graduate of Wesleyan University, Ohio, has been elected to fill the chair of biology at Albany College. He has accepted and will arrive in Albany soon to make his home in this city.

In addition to filling the chair of biology Mr. Hyer will be director of athletics, starting in as coach of the football team. Mr. Hyer was quarterback of the Wesleyan eleven.

OTTER CLAMS

in the pantry. Delicious broths, chowders and bouillions prepared in a few moments

All the fresh sweetness of flavor retained

At all grocers, 15¢—2 cans 25¢

Save the labels for prizes

PREFERRED STOCK

Save All Labels for Prizes.

ALLEN & LEWIS' BEST BRAND

trains will stop at the main entrance to the grounds."

Mr. Meredith announced the following new entries in the livestock department:

A. D. Best, Salem, Oregon Sally, 9 years old, a Clydesdale mare, sired by Bobby Burns; dam, Daisy H. Wax's Kate, a bay mare, 9 years old, sired by Bobby Burns; dam, Wax; and Wax's Boy, bay stallion, 2 months old; sire, Massasoit; dam, Wax's Kate.

Sam Wade & Son, of Lestine, Edmont, black stallion, 4 years old, sired by Picador; dam, Bird. O'Hart, black-gray stallion, 3 years old; sire, Picador; dam, Ethel, Napoleon, gray stallion, 2 years old; sire, Picador; dam, Jennie R. Bird, black mare, 12 years old; sire, Boniface; dam, Daisy. Ethel Gray, 7 years old; sire, O'Hart; dam, Bird. black filly; sired by Picador; dam, Bird. W. C. Beasley, Beaverton, Chloona Child, Guernsey bull, 2 months old; sire, Marella's Gold Boy; dam, Hazel of Whitewater.

W. O. East, Roseman, Mont., five head of brown Swiss cattle.

John Pender, Fair Grounds, Milton Jones for competition in the roaster class.

FARMER ADVOCATES AUTO

Transportation for Produce Cheaper and Quicker, Says E. C. Gentry.

VANCOUVER, Wash., Sept. 20.—(Special.)—That an automobile is cheaper than a team of horses for certain classes of work, marketing, for instance, has been proved to the satisfaction of E. C. Gentry, a farmer near this city.

Mr. Gentry bought a 1912 machine and replaced the back seat with a carrying box in which he can haul half a ton of produce with ease. The total cost of the machine was about \$500, which is cheaper than a team of horses and light spring wagon. The cost of operation is less than that of feed for a team.

Mr. Gentry predicts that this method of transportation will prove popular with the farmers.