



An Oregon concern is America's largest advertiser this week!



These well known advertisers have asked for our book.

Some of the most successful advertisers in America are among the concerns who have asked for a copy of our book, "The Vital Force in Business". This little volume discusses selling and advertising in a language business men can understand. The concerns are:

- Armour & Company
- Goodyear Tire & Rubber Co.
- General Motors Export Corporation
- Standard Oil Company California Development Assn.
- J. L. Kraft Bros. (MacLaren's Cheese)
- V. Vivandou Inc. (Mary Garden Toilet Goods), New York City
- Powell Bros. Ltd., Wrexham, England
- The Dayton Display and Fixture Co.

Sent free to executives—
Price to others, \$3 a copy

To executives, sales-managers, managers of co-operative associations, and others who advertise or contemplate advertising on more than a local scale, we will gladly send a copy. To others, \$3, postpaid.

Mail this coupon or write on your letterhead—

BOTSFORD-CONSTANTINE COMPANY,
Portland or Seattle (nearest office)

Gentlemen: Please send me a copy of "The Vital Force in Business".

Name _____
Firm _____
Address _____

LOOK in this week's Saturday Evening Post. Open up the center of the book. There you will find the largest advertisement ever run by an Oregon concern. It's a *double center-spread in colors* on Jacobs Oregon City Woolens.

This is the most powerful single piece of advertising published anywhere in the world. To ten million readers, the Oregon City Woolen Mills is America's largest advertiser during this week.

This is the first of two such advertisements which will appear in the Post this season on Oregon City Woolens, interspersed with full pages.

Four years ago when the first national advertisement on Oregon City appeared, their products were sold almost entirely West of the Mississippi river. Today you can hardly find a city or town in the entire United States, where Oregon City Woolens are not featured by one or more stores.

Surely it is an industrial achievement of which the entire Pacific Northwest may feel proud. Manufacturing overcoats in Oregon City and selling them in the great clothing centers of the East, is certainly "carrying coal to Newcastle."

Besides building up their own business,

Oregon City is creating a reputation for the West as a great wool manufacturing center.

More such advertisers needed in Washington and Oregon

There are other basic industries in the Pacific Northwest, the magnitude of which warrant large-scale advertising—industries like lumber, shingles, apples, prunes, fish.

Consider what national advertising has done for the industries of our sister-state, California. Washington and Oregon can point to successes just as conspicuous, but fewer in number.

How we help

We have worked with the Oregon City Woolen Mills now 8 years, helping to develop and carry out their advertising plans. In all, we serve nearly forty leading industries and manufacturers as their advertising counsel.

We handle all leading forms of advertising—and recommend what our experience tells us is best for the advertiser. Some of our most successful accounts use newspapers. Others magazines. Others posters.

We will be glad to discuss advertising with any concern whose interests do not conflict with those of our present clients. Write, telephone or wire either of our offices and a representative will be pleased to call upon you.

Botsford-Constantine Company ADVERTISING

Newspapers Magazines Billboards Farm Papers Business Papers

Portland and Seattle

Oldest National Advertising Agency on the Pacific Coast—Established 1905. Member of the American Association of Advertising Agencies and National Outdoor Advertising Bureau.