

'Sell Oregon to Ourselves' Putting Over Home Products

STATEWIDE DRIVE GETS UNDER WAY

Biggest Advertising Move Yet of Manufacturers Launched Today

"Oregon has everything. Our fields, our streams, our rugged mountains are filled with the finest resources on earth; our problem as a state is selling Oregon to ourselves." With this summary, Mac Wilkins, who is in

charge of the advertising campaign for the Oregon Manufacturers' association, has started the third statewide campaign of "Sell Oregon to Ourselves."

"The state does not yet realize the value of advertising," Mac Wilkins continued. "In our last two campaigns we have found that as we expanded our advertising, our gross business increased. The first campaign we staged reached 72 papers. The second included over 100 papers and the manufacturer's business increased in direct proportion."

"Our campaign from May 3 to May 11 inclusive will be even greater. One hundred and ten newspapers, many radio stations, the schools, women's clubs and chambers of commerce are lined

They Lead in State Selling Campaign



Hundreds of enthusiastic salesmen gathered in Portland at "Kick-off" meeting to perfect plans for state-wide "Let's Sell Oregon to Ourselves" drive, dated May 3 to 11. Inset, left to right: Will Lewis, Oregon Mutual Life Insurance company, who is directing state-wide sales organization; Mac Wilkins, in charge of advertising; Robert R. McKean, Knight Packing company, general chairman; George L. Baker, manager of the Oregon Manufacturers' association, sponsors of "Let's Sell Oregon to Ourselves" campaign.

up to help us with our work." Mac Wilkins said every salesman in the state should help dealers sell Oregon products. "These products mean payrolls to Oregon and payrolls mean business," he added. "The better showing we make in our campaigns, the greater business for the manufacturer, for the pro-

ducer, the farmer and the employee."

TWO RECORDS SMASHED PORTLAND, Ore., May 2.—(AP)—Two city marks were bettered in a five-way high school track and

field meet here today which Grant high won with 48 1/2 points.

Anderson of Roosevelt did the record bettering by tossing the 12-pound shot 51 feet four inches and hurling the discus 180 feet 8 inches.

Trained Men in Probation Work Held Essential

Need for trained officials in Oregon to deal with youth is brought into court for possible commitment to the state training school was stressed by Paul Foreman, University of Oregon graduate student who has spent several months in research work, in a talk before the Salem Lions' club Thursday noon. Only in Clackamas and Multnomah counties are there special juvenile courts, he pointed out, while in the other counties these youths are turned over to the county judge. Foreman held that justice often miscarried because of failure to deal properly with supposedly delinquent youth.

Morale of the state training school for boys, near Woodburn, has improved to the point where escapes are few, the club was told by Sam Laughlin, superintendent, who introduced Foreman.

Dorcas Society Arranges Music

The Dorcas society of Christ Lutheran church will have its regular annual guest-day meeting and program in recognition of music week Wednesday afternoon in the church parlors at 2 p. m. At this meeting plans will be completed for entertaining the Lutheran Sunday school Institute of the American Lutheran conference of the upper Willamette valley at Christ Lutheran church, May 12.

Interclass Play Contest Will Be Held on Monday

Classes at Salem high school will present their interclass play contest productions next Monday and Tuesday. Arrangements are in charge of Junior Nelson, foreman manager. Class casts are: Sophomores—Marjorie Weum, Mark Shirk, Ruth Alice Grant, Helen Kestly, Bryan Randall and Joe Herman. Juniors—Dorothy Butte, Donald Ewing, Sophia Hughes, Dorothy Williams, Ronald Adams and Jay Teed. Seniors—June Armstrong, Jane Keith, Ruth Hillman, Bill DeSouza and Roger Miller.

IT'S A SPECIAL PRICE...A Spring Canning Special

WHAT LUCK...my favorite coffee, too!

For a limited time, special prices on both tin and glass jars, during "Know Your Northwest fine Products" sale...see your own grocer today!



BUY NOW...RE-USE JARS FOR CANNING

OREGON PRODUCTS' WEEK 10 DAY BLANKET SALE • BUY NOW . . . PAY LATER •



Wed., May 1, to Sat., May 11 Due to new styles and finishes in blankets arriving, we must close out several items.

70x90 two-tone blankets, 4-inch silk binding to match, eight different color combinations, extra values. 100% Pure Virgin Wool Oregon Made \$6.50

Real Bargains in— 72x84 two-tones, Reg. \$9.75, Special \$7.95 72x90 two-tones, Reg. \$10.95, Special \$9.50 72x84 solid color, Reg. \$8.95, Special \$7.95 72x84 solid color Dutch type \$9.75 Many Others in Attractive Patterns

THE BETTER BEDDING STORE

USE OUR CONVENIENT C.O.D. WILL CALL SERVICE - MAIL ORDERS FILLED 467 Court Street—Salem, Oregon (Imperial Furn. Co. entrance) Phone 8419

Quick Cooking ROLLED OATS



A DISH OF TRIANGLE ROLLED OATS served with whole milk contains large quantities of proteins, fats, carbohydrates, with some mineral salts and in addition is a good source of vitamins A and B. It is an ideal body-building breakfast food for growing children and a source of energy for adults. Rolled Oats has a higher percentage of Minerals, Protein and Fat content than any other cereal. This is due to the method used in the milling of Rolled Oats. A dish of Triangle Rolled Oats served with top milk is not only the most healthful cereal but is also one of the most economical foods to serve, and should form a good part of the diet especially when the household is operated on a limited budget. Dietitians recommend the serving of cereals as the most economical way of securing the needed food values.

Triangle Rolled Oats is guaranteed to comply with all national, state, and municipal pure food laws.

TRIANGLE MILLING CO.

PORTLAND, ORE.

Triangle Rolled Oats and all other Triangle products are sold with a money-back guarantee.

Let's Sell OREGON to Ourselves

Buy • Test • Try OREGON QUALITY

BLITZ-WEINHARD BEER

"For 77 years" Oregon has brewed the BLITZ. We are more than happy to offer you our product, through the better dealers, in jugs, bottles, or on draught. You'll find flavor and smoothness... true beer satisfaction.

Oregon's famous beer name—BLITZ-WEINHARD First to bring you Thermala roasting and the re-usable glass jar. Your grocer has special prices, right now, on both the familiar tin and jar. Stock up on Quality—at a saving. "An Oregon Product since 1882, and proud of it!" GOLDEN WEST COFFEE

GOLDEN WEST COFFEE

CROWN FLOUR

Oregon depends upon the success of her wheat crops, and baking depends upon the flour. When you insist upon Best Patent unbleached quality, you make both a success. Give your grocer a standing order for CROWN "Best Patent"

TOMATO JUICE

Every morning, start the day with Knight's Rogue River Tomato Juice. For meats, etc., and for those who like to include at least one of our many varieties of Pickles. For Tomato Juice, Catsup, Pickles.

HAMS

And bacon and lard too! Under U. S. Government inspection, Oregon's finer hams are processed by the Valley Packing Company to give you the "old fashioned flavor." Remember—

PANCAKE FLOUR

What can compare to a breakfast with pancakes or waffles? Here's the way to economy and Oregon Quality too! Specify for waffles and pancakes—

JONES LITTLE PIGS

A flavor deliciously different... quality built Jones Little Pig Sausages into a breakfast institution. And when you serve smoked meats, specify—

FRIL-LETS

This famous fresh egg noodle just won't slide off the fork. A fine product from Oregon's own Portland-Pillsbury Macaroni Co. There's only one answer for deliciousness!

PILLSBURY'S FLOUR

Ask anyone from Astoria, and they'll be proud to tell you of Oregon's largest flour mill. Ask any housewife how to insure baking success and buy Oregon too... she'll say buy "balanced"

SOAP

You'll cheer when you see what fast creamy suds do for dishes and fine fabrics. Buy it both ways—refined borax granules and cake soap. Insist on Eason's

CEREAL

The Triangle is a young but thriving Oregon trade mark. Triangle Oats are machine made, means easy, delicious, and so economical. Tomorrow discover for yourself—

NEON SIGNS

Thousands of feet of EPCO Neon tubing are selling Oregon products to Oregon people every day. To the merchant who best serves you, your attention is directed by

AUTOMOBILE BATTERIES

This Oregon concern offers you the finest of automobile batteries at better than competitive prices. It's easy to buy Oregon for the car, when you buy

Roofing

Fix that roof NOW! Let us assist with roofing and roof painting. J. E. Berkheimer Mfg. Co.

THIS WEEK, IN EVERY SECTION OF OUR STATE, School Children Farmers Civic Clubs Women's Clubs Merchants Social Clubs Industrial Employees Newspapers Chambers of Commerce Radio Stations Manufacturers have dedicated their energies toward learning and telling, of the good things Oregon makes, grows, and creates. YOU, as an individual, are asked to buy, try, and test Oregon quality, selecting from the fine products and services we have in such abundance. "Let's Sell Oregon to Ourselves" FIRST—then we can sell Oregon to the world!

Insurance Protection

LIFE This basic Oregon Service, founded in 1906, offers the utmost in financial stability and security. Its growth and scope of service recommends Oregon Life to you. There is qualified representation in each community.

Oregon Mutual Life Insurance Co. Home Office, Portland

BANKING SERVICE Seventeen branch offices rendering state-wide service to Oregon.

First National Bank of Portland

THESE OUTSTANDING FIRMS ASSIST IN BRINGING YOU THIS OREGON MESSAGE

Jams—Jellies, Mince-meat; Orange, Lemon and Citron Peels, Fruit Cake Mix, etc.—GRAY & COMPANY.

Engravings—Serving the entire Northwest on printing plates. Schools, industries, newspapers.—BEAVER ENGRAVING COMPANY.

Worsted Yarn—"Maypole Brand"—watch for it. Hand knitting and art yarn... worsted fabrics.—OREGON WORSTED COMPANY, 2300 S.E. 26th Ave., Portland.

Castings—Brass, bronze, copper and aluminum castings. Rough and finished.—OREGON BRASS WORKS, Portland.

Dog Food—"If you really love that dog—feed him right—WALTER KENDALL, Dog Food."

Cartons—Labels, cartons, packages.—F. G. STEYTLER MFG. CO., Portland.

During the year 1934 it was our pleasure to serve Oregon people with \$2,543,502.00 of Oregon produced merchandise—MEIER & FRANK COMPANY, Portland.

MAIL-WEEL ENVELOPE CO.—Envelopes

OREGON PULP & PAPER CO., Salem

ST. HELENS PULP & PAPER CO., St. Helens

PORTLAND GENERAL ELECTRIC CO.—Power & Light

NORTHWESTERN ELECTRIC COMPANY—Electricity and

PORTLAND GAS & COKE COMPANY—Gas for Domestic, Commercial and Industrial Uses. Chemical By-Products and Gasco Brigsco.

Do You Know Where to Buy What You Want? A new comprehensive directory of manufacturers in the Columbia River Basin has been compiled by our Industrial Development Division. It is up-to-date and authentic. Interested purchasing agents are invited to write for a copy. We are interested in furthering community progress and industrial development of the Columbia Basin. We are happy to make available to any community on our lines, our many facilities, including those of our Industrial Development Division.

PACIFIC POWER & LIGHT COMPANY Agents at Your Service General Offices—Portland, Oregon

If your home needs fixing or re-finishing, Fuller has what you need to do the job—and in Oregon quality. Paints, glass, wash, doors, in fact, everything that makes your home new. Do it NOW! Anywhere in the West, say—

FULLER'S, They Last!

For YOUR home, a beautiful MONTAG Range or Circulator Heater in YOUR basement, an auto-blanket oil burner, furnace, Comfort-Master, or Cleanator. A dealer near you, sincerely wants you to have the Montag product you need. He has made it EASY for you to ENJOY it right now—for he, too, is enthusiastic about Oregon Quality!

MONTAG

Make Spring painting and decorating a beautiful, pleasant, and permanent operation. Ask us for suggestions and estimates... you'll be surprised how little it will cost, when you decide to use—

RASMUSSEN PAINTS

With building, remodeling and renovating the order of the day, re-member this—build for permanency—let us assist with quality cement. Specify Oregon or Sun Brands.

OREGON-PORTLAND CEMENT

Look at your house! Look inside and outside. What does it need? Paint? Varnish? Lacquer? Enamel? Our local dealer will show you how to use it to its best advantage. Write for our FREE offer.

Pittsburgh Plate Glass Co. Portland

"WENT-WIN" truck and logging trailers. Bodies built for buses and trucks.

Wentworth & Irwin, Inc. 123 N. E. Oregon Street, Portland

Oregon Valley woools are comparable to the finest imports. These famous Portland Woollen Mills have pushed the fame of Oregon woolen goods. Now a new feature, your fine virgin wool blankets are permanently moth-proofed.

WOOL TO THE WEST "The perfect sleep covering"

Good overalls must combine wear-resisting materials and shrink-proof quality. BAYLY-ALLS are just that! Check up on your corduroys too; the finest carry the label—

BAYLY-UNDERHILL

The Pendleton bed blanket leads you to other famous Pendleton products. Indian and auto robes, machine-made, cruiser and golf coats, and lounging robes. All virgin wool!

PENDLETON

Thousands of feet walk in comfort—in sport wear fashioned by Bergmann. Now, comfort and long wear, with style too, comes in dress shoes, made by

BERGMANN

Roofing construction. Cabinets, shelving, sinks for the home. Hooks, chutes, tanks, vats and anything which requires skill in fashioning sheet metal. Write us FIRST!

Grand Sheet Metal Works 220 N. E. Third Avenue, Portland

For steel bridges and buildings, beams, joists, bolts, and upset rods; also beams, channels, angles, plates.

POOLE & McCONE, Inc. N. 63d and Haley, Portland

American Hecolite Corp's 330 S. E. Sixth Avenue, Portland

Portland Casket Co. Portland Chemical Co.

FULLER PAINTS

MONTAG RANGES

RASMUSSEN PAINTS

CEMENT

PITTSBURGH PAINTS

Trailers

WOOL TO THE WEST Blankets

Overalls

PENDLETON Blankets

SHOES

SHEET METAL

FABRICATED STEEL

CHROMIUM Plating

Fairmount PASTEURIZED Sweet Cream BUTTER THE TASTE TELLS

Also Used by Miss Gerhardt

CAPITOL DAIRIES

Phone 3175