

Let's Sell OREGON to Ourselves

BLITZ-WEINHARD BEER

"For 77 years Oregon has brewed fine BEER. 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

GOLDEN WEST COFFEE

"First to bring you Thermal roasted 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

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., we suggest our Tomato Catsup. And for those picnics be sure to include at least one of our many varieties of Pickles. For Tomato Juice, Catsup, Pickles,
KNIGHT'S

HAMS

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

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—
SPERRY'S

JONES LITTLE PIGS

"A flavor deliciously different... quality built Jones Little Pig sausages into a breakfast institution. And when you serve smoked meats, specify—
M. J. JONES, Packer

Fril-lets

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

PILLSBURY'S FLOUR

"Ask anyone from Astoria, and they're 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 "balanced!"
PILLSBURY'S BEST

SOAP

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

CEREAL

"The Triangle is a young but thriving Oregon trade mark. Triangle Oats are making breakfast meals easy, delicious, and so economical. Tomorrow discover for yourself—
TRIANGLE CEREALS

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
EPCO NEON High Tensity Tubing

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
MULTNOMAH BATTERIES

Roofing

"Fix that roof NOW! Let us assist with roofing and roof coating.
J. E. Berkhimer Mfg. Co.

Buy-Test-Try OREGON QUALITY

THIS WEEK, IN EVERY SECTION OF OUR STATE,
School Children Farmers Civic Clubs
Women's Clubs Merchants Social Clubs
Industrial Employees Newspapers Salesmen
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, Mincemeat: 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, 3300 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. C. STETTLER MFG. CO., Portland.**

"During the year 1934 it was our pleasure to serve Oregon people with \$2,542,502.00 of Oregon produced merchandise—**MEIER & FRANK COMPANY, Portland.**

MAIL-WELL ENVELOPE CO.—Envelopes
OREGON PULP & PAPER CO., Salem
ST. HELENS PULP & PAPER CO., St. Helens
PORTLAND GENERAL ELECTRIC CO.—Power & Light

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 CO.
Always at Your Service
General Offices—Portland, Oregon

"If your home needs fixing or remodeling, Fuller has what you need to do the job—and in Oregon quality. Paints, glass, sash, doors, in fact, everything that makes your home new. Do it NOW! Anywhere in the West, say—
FULLER'S, They Last!

FULLER PAINTS

"For YOUR home, a beautiful MONTAG Range or Circular Heater in YOUR basement, an automatic 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

MONTAG RANGES

"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

RASMUSSEN PAINTS

"With building, remodeling and renovating the order of the day, remember this—build for permanence—let us assist with quality cement. Specify Oregon or Sun Brands.
OREGON-PORTLAND CEMENT

CEMENT

"Look at your house! Look inside and outside. What does it need? Paint? Varnish? Lacquer? Enamel? Our local dealer will show you how easy it is to use Pittsburgh products. Specify Pittsburgh or Sun Brands.
Pittsburgh Plate Glass Co., Portland

PITTSBURGH PAINTS

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Trailers

"Oregon Valley wools are comparable to the finest imports. These famous Portland Woolen Mills blankets have pushed the fame of Oregon nation wide. Now a new feature, your fine virgin wool blankets are permanently moth-proofed.
WOOL 'O THE WEST "The perfect sleep covering"

WOOL 'O THE WEST Blankets

"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

Overalls

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

PENDLETON Blankets

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