

Oregon Rose Butter

MANUFACTURED BY

Umatilla Co-operative Creamery

HERMISTON, OREGON

MEMBER OF

Interstate Associated Creameries

THE ADIRYMEN OPERATE INTERSTATE ASSOCIATED CREAMERIES THROUGH THE MEMBER UNITS:

- Central Oregon Co-operative Creamery Redmond, Ore.
- Dairy Co-operative Association Portland, Ore.
- Eugene Farmers Creamery Eugene, Ore.
- Grande Ronde Co-op. Creamery Association La Grande, Ore.
- Lower Columbia Co-operative Dairy Association Astoria, Ore.
- Pine Eagle Dairyman's Co-operative Association Halfway, Ore.
- Umatilla Co-operative Creamery Hermiston, Ore.
- Union County Co-operative Creamery Union, Ore.
- Wallowa County Creamery Association Wallowa, Ore.

Family Hard Wheat

FLOUR

Crown Mills - 49 lbs.

\$1.69

Golden West

COFFEE

30c lb.

BORENE

Double Refined Borax

Soap Granules

35c

Straw Hats

Sport Suits

Summer Underwear, etc.

Fancy Chinook

SALMON

Large Can

15c

Oysters

8 oz. can - Extra large

15c

Crystal White Laundry

SOAP

8 Bars for

27c

SUPER SUDS

3 Pkgs. 29c

1 FREE with Purchase

4 for 29c

Burnham's GENERAL MERCHANDISE

OREGON NEWSPRINT

AND

OREGON BOND

USED AND SOLD BY THE

HERMISTON HERALD

Let's Sell OREGON to Ourselves

Buy • Test • Try

OREGON QUALITY

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 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

FLOUR

Oregon depends upon the success of the wheat crop, and the best depends upon the flour. When you insist upon Best Patent unbleached Oregon, 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 these pickles be sure to include at least one of our many varieties of Pickles. For Tomato Sauce, Pickles,

KNIGHT'S

HAMS

and bacon and lard too! Under U. S. Government inspection, Oregon's finest hams are prepared by the Valley Packing Company to bring you that "old fashioned flavor". Remember—Oregon's only

CASCADE

PANCAKE FLOUR

What can compare to a breakfast with pancakes or waffles? Here's the flour that makes them so delicious. 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-Scarpell 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 buy "balanced"

PILLSBURY'S BEST

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

NUBORA

CEREAL

The Triangle is a young but thriving Oregon trade mark. Triangle Oats are making breakfast meals so 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. Berkheimer Mtg. Co.**

LET'S SELL OREGON TO OURSELVES

KNOW WHAT OREGON PRODUCES ★ TO TRY. TO TEST... IS TO KNOW!

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

FIRE THE STRONGEST OF NON-ASSESSABLE fire protection at a saving of 25%. This Oregon Company has paid over five million dollars in fire losses since 1894. Talk it over with the agent in your community!

Oregon Mutual Fire Insurance Co.
of McMinnville

LIFE Sound life insurance for Oregonians for 40 years by this 100% home product company. Nearly 100% of our investments are in Oregon.

The Artisans Life Assn.

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 fabric.—**OREGON WORSTED COMPANY, 890 S.E. 24th 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 \$2,642,502.00 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 CENTRAL PAPER CO., Portland & Light

NORTHWESTERN ELECTRIC COMPANY—Electricity and Steam Heat.

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

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
Always 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, 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 Circulator 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 no cost. Is enthusiastic about Oregon Quality!

MONTAG RANGES

RASMUSSEN PAINTS

CEMENT

OREGON-PORTLAND CEMENT

PITTSBURGH PAINTS

Trailers

WOOL 'O THE WEST Blankets

WOOL 'O THE WEST

Overalls

PENDLETON Blankets

SHOES

SHEET METAL

FABRICATED STEEL

CHROMIUM Plating

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, remember this—built 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 just what you need. Write us 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 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"

Good overalls must combine wear-resisting materials and shrink-proof fabric. EASY-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, Mackinaws, crapes, hats, and slippers 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. Tanks, chutes, tanks, vats and anything which requires skill in fashioning sheet metal. Write us FIRST!

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

For steel bridges and buildings, boat spars, bolts, and upset rods; also beams, channels, angles, plates. **POOLE & MCGONIGLE, Inc., N. 53d and Halsey, Portland**

Metal plating, finishing, polishing, and lacquering. We deem it a privilege to give prompt attention to out-of-town orders. **American Hecolite Corp'n, 536 S. E. Sixth Avenue, Portland**

Portland Casket Co. Serving in Your Community—
Portland Chemical Co. A. W. FRANK

LET'S SELL OREGON TO OURSELVES

MERCHANTS SUPPORT OREGON PRODUCTS WEEK CAMPAIGN

One of the most important links in the "Let's Sell Oregon to Ourselves" campaign scheduled for May 3d to 11th, is the merchant in each individual community. Jack Eason, President of Eason's Soap Company, in accepting the appointment as head of the state-wide committee for dealer cooperation, stated: "Acceptance by the merchants of Oregon of this campaign has been instantaneous and very gratifying, for without the active support of the merchants in the several communities of Oregon, campaigns of this nature would definitely fail."

"To display and feature food, clothing, furniture, and other examples of Oregon industry is but another way of making it easy for all of us to test Oregon quality, and the directors of this campaign firmly believe that to test Oregon quality is but another way of discovering how vitally important industry is to the State of Oregon."

The 1935 spring campaign will synchronize the newspapers, schools, farmers, industrial employees, manufacturers, lumbering people, shipping, and every other form of Oregon industry, in an effort to acquaint the people of Oregon with what Oregon grows, makes and creates.

"We are just beginning to appreciate that the payroll dollar in our state is as important to the merchant and the farmer as it is to the manufacturer. Oregon is entering a

new era. Power development and transportation progress only serve to emphasize the needs of industry's support, and the merchants are playing a valued and important part in calling these facts to the attention of customers," further stated Mr. Eason.

Turkeys Pay for Proper Care.

ALBANY—With turkey eggs selling for 12 to 15 cents a piece and many turkey growers vainly wishing their turkeys would commence laying, the 175 hen flock owned by John Steen, south of Lebanon, was laying about 40 per cent late in March, and gaining every day. Mr. Steen told County Agent Floyd McTullen he credits the early laying of his hens to protection from cold driving winds, and to the good well-balanced mash he feeds.

LIFE OF A LEGISLATOR.

By Clinton P. Haight.

PAST MORTEM ON LEGISLATURE.

(Continued from Page 3)
"Tech. elections, circulating petitions, the right to organize, the use of the police, which in a degree is part of the military branch of the government, so closely and so carefully guarded in our constitution. Don't be alarmed. These attacks were of minor consequences, but enough to emphasize the fact that you and your legislators, must guard by day, and in the night of night be ever super-sensitive at the slightest infringement of any of these God-given rights, that are vouchsafed to men in our bill of rights, our constitution, the framework of democracy, which is you, represented at Salem, in your legislature.

In the last few years there has been a new problem that legislators have had to face. That is group interests. And this was most manifest at Salem. It predominated the session. Group legislation. Men group themselves for their demands and seek to do collectively what they can not do individually. A few years back the legislature would enact a law. They now enact a code, and that is wholesaling legislation—mass production of laws. In the administration of a code, there may be 500 regulations, and each of these regulations have the force and effect of a law. With the adoption of about 50 state codes and the NRA, by the house, there were approximately 600 codes approved, and if they only averaged 200 regulations each, that would amount to 120,000 laws, or regulations—wholesaled, which leads us to the statement that this country is overorganized and no one is more appreciative of this fact than legislators who were besieged with groups throughout the session. There were the fish men, the milk men, booze men, the egg men, the plumbers, doctors, cosmeticians, bankers, lawyers, electricians, hop men, bankers, railroaders, the old, the young, and say, we shall never forget the night that 400 or 500 cosmeticians, beauty doctors, stormed the capitol. How would you like to be against 500 beauty doctors, the sweet lassies, who demanded their code in a public hearing before a committee? Would you have the heart to resist them? And nearly every night there were public hearings in nearly every room of the capitol, and by the hundreds, they would come, urging their demands through lawyers and organizers and men and women, humanity, stumbling, blundering, seeking, striving, urging their group through upon legislative committees; the members, tired, worn, weary, staggering through a day that would start at 8 o'clock a. m. and maybe end at midnight. All milling around and

about, arguing, talking, and that is democracy; with its faults, which are its virtues, and which make America, where the sovereignty, or the right to rule, was taken from the self-appointed few, and with the ballot placed in the hands of a 125 million people who elect legislators to stumble and blunder along with them, and as the symbol of the sovereignty, we chose the red, white and blue, the stars and stripes, which mean that men shall rule and rule through themselves, in legislative sessions, and in the Congress of the United States assembled.

But groups are selfish. They make a strong lobby. They hit you hard. They are hard to resist and they never quit. And the folks back home lobby their legislators, they wire him, they phone him to put over this, or stop that—one group against the other group, the people, democracy America. When the legislature meets all of Oregon is a lobby. Letters pour in by the thousands, and when some large group-measure is up for passage, the telegrams will come in from the four corners of the state, and maybe just as many telegrams on one side as there are on the other. And the committee has to grind it out, and amend to suit this group, to alter in order to satisfy another group, and then after the bill runs the parliamentary gauntlet, it finally reaches the floor of the house, where it is a target for every other group and there it is amended some more, and then is sent to the senate where it goes through the same course of public hearings, committees, and then into the senate and amended again, and sent back to the house, and maybe amended again, and in the last act, just before the curtain goes down, it reaches the governor, and if he feels a little grouchy, he vetoes it, and back it comes into the house and then another battle, and they pass it over his head or it goes to the graveyard and sleeps for two years, and then gets up out of its grave and comes

walking into the next legislative session, backed by a bigger and better group. That is democracy, that is you; that is your legislature.

When we think of the lobby, we think of the boys who infest the legislative halls—lots of them and yet not so many, compared with the folks back home; for remember, when the Oregon legislature meets, all of Oregon is a lobby. If a member lacks the courage, lacks the intelligence, lacks the tact, lacks the ability to withstand this state-wide lobby, he has no place in legislative halls. One must do his own thinking and be able to value and interpret the demands, the interests, the ways, the means and the methods of the lobby which meets one in the halls of the state capitol and extends out into the countryside and to the commercial clubs at home, and to the

farmers, the soldiers, the rich, the poor man, beggar man and Indian chief, for each and all, are a group and that group wants to whisper in the legislator's ear. And we say that the legislature does not do anything, or that it does too much, and it ought to go home, and mind its own business, but bless your heart, it has no business of its own, and the 1000 bills that pass in parade came from the people with the hundreds of groups demanding that they do pass. But we would not change it. Let us blunder along, just like human beings, correcting today the errors of yesterday. That is what a democracy does and it does it through its legislature.

I am that coyote fellow. I am that fellow who wanted to go back to Grant county the first day of the session. Back to where I could hear

the coyote howl. And now, after 60 days listening to the arguments and the demands of groups of overorganized America, I am returning to my home in Canyon City, Grand county, to hear my constituency howl. I enjoy serving the legislature. I enjoy it, because I love humanity; man, democracy, America, and long may it blunder along, striving, struggling, seeking to restrain the strong and protect the weak, and over the imperfections of all may the stars and stripes be the emblem of hope for that more perfect day when men will need no law and legislatures will be no more, and until then, let us, your legislators, with their constituency, all howl like the coyote whose home is in the broad fields of freedom that stretch out into the vast empire of Eastern Oregon.

"WE'LL SELL OREGON"—pledge Salesmen



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 1st to 11th. 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 E. McKean, Knight Packing Company, General Chairman; George L. Baber, Manager of the Oregon Manufacturers Association, sponsors of "Let's Sell Oregon to Ourselves" campaign.