

Chamber of Commerce and City Officials Endorse Products Campaign

PAYROLL DOLLARS IN HOME POCKETS AIM OF CAMPAIGN

Growing Interest in Oregon Products Is Seen Since Inauguration of State-Wide Co-operative Effort

That the abundance of wealth that lies hidden in the fields, streams and mountains of Oregon—barely tapped by industry and trade and as vast as the day when it attracted the pioneers across the plains—may some day be made to roll into the pockets of the laborer and the employer, is the purpose of "Oregon Products Week" which starts state-wide today.

The people of Oregon have begun to appreciate that the payroll dollar is as important to the merchant and the farmer as it is to the manufacturer, and it is in an effort to get more payroll dollars in circulation that the concerted drive has been started to "Let's Sell Oregon to Ourselves." Through the efforts of every merchant and advertiser in the state, Oregon products will be brought to the fore this week, May 3rd to 11th, the campaign being sponsored by the Oregon Manufacturers' association.

Twice Yearly Effort

The campaign began at first as an annual event, but it proved so popular and so effective that not long ago it was adopted twice yearly, once in the spring and once in the fall. In the past, effects of the drive have been short lived, but a growing interest in Oregon products and a gratifying acceptance of the campaign by the merchants of the state promises that this year the drive will bring far more sustained results.

In Jackson county as in every other county and community of the state, newspapers, radio stations, chambers of commerce, civic clubs, and every form of Oregon industry have been lined up ready to launch wholeheartedly into the problem of acquainting the people of the state with what Oregon grows, makes and creates.

Merchants Cooperate

With the endorsement of the Jackson County chamber of commerce, all the merchants of Medford have filled their store windows and shelves with Oregon products—foodstuffs, furniture, drygoods, manufactured articles—and have invited the people to "Buy Oregon." It is now in the hands of the people to familiarize themselves with Oregon brands, to test the quality of home products, when they

become convinced that home goods are on an equal basis with any other, they should continue throughout the year to "Buy Oregon" and to "Build Oregon."

There is sensible logic behind such slogans as these; there is practical, intelligent effort behind the movement to fill the markets with home products and to sell them. The endorsements of Governor Martin, of mayors throughout the state and of chambers of commerce are backed by action, which is making it easy for everyone to test Oregon quality.

Management of the advertising and publicity of the drive has been in the capable hands of Mack Wilkins and Cole, Inc., well-known Portland advertising agency.

ALUMINUM UTENSILS OK FOR KITCHEN USE SAYS HEALTH CHIEF

SALEM, Ore. — (UP) — There's nothing wrong with aluminum cooking utensils as far as health is concerned, said Dr. Frederick D. Stricker, state health officer.

"Practically all scientific men agree that there is no more likelihood of producing organic diseases or food poisoning by the use of aluminum vessels than by those of any other sort," said Dr. Stricker.

A great deal of "scare" literature propounding the injurious effects of aluminum has been distributed, Stricker said, some of it to the effect that: aluminum is destructive of life and is not a normal constituent of living tissue; aluminum is a narcotic acid poison and destroys the health-protective constituents of foods, and that aluminum utensils dissolve into food causing sterility, cancer or ptomaine poisoning.

"Most of these statements are based upon ignorance," said Stricker. "The U. S. bureau of standards has said: 'There is no evidence available which would indicate that aluminum cooking utensils represent a potential danger to health.' The German Health Ministry and several German and English medical journals have reported similar findings."

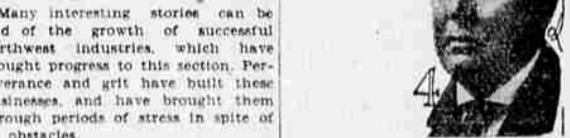
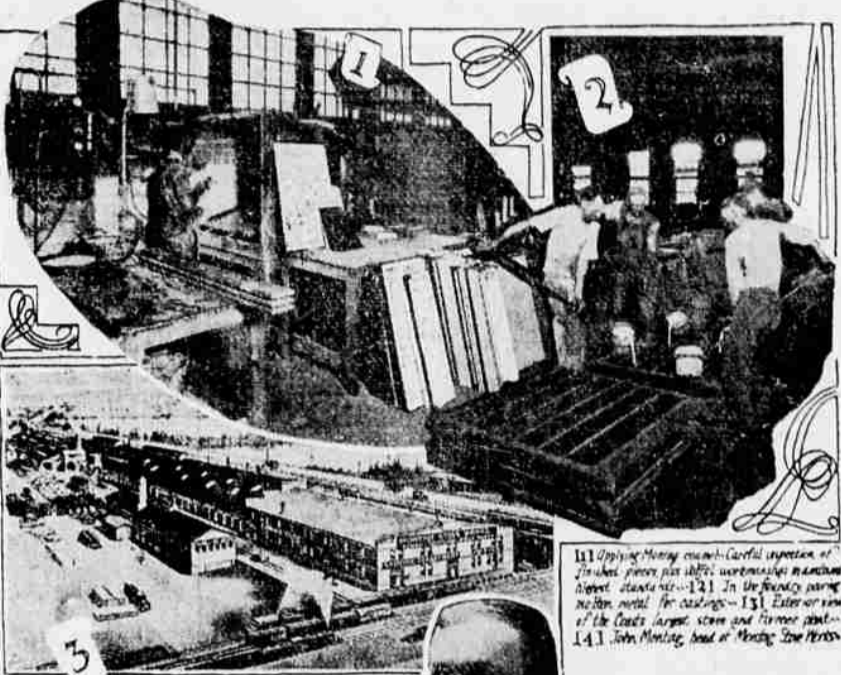
Wild Swans at Port Colborne

PORT COLBORNE, Ont. — (UP) — A flock of over 100 swans has been an attraction here for several days as the birds rest along the lake shore while enroute north. Wild swans are rare in the district, with the exception of the regular appearance of a flock about this time each year.

500 Does Killed

EPHRAIM, Utah — (UP) — Deer are too numerous in the Manti forest. They're a bother. Therefore 500 does are being killed to reduce the herd and increase the grazing for other animals.

Montag Plant Typical Oregon Industry



Many interesting stories can be told of the growth of successful northwest industries, which have brought progress to this section. Perseverance and grit have built these businesses, and have brought them through periods of stress in spite of all obstacles.

Perhaps one of the most interesting stories of Oregon manufacturers is the story of Montag, for more than half a century manufacturer of cooking and heating equipment, furnaces, automatic oil burners, and home air conditioning units.

More than fifty years ago the Montag organization had its origin as a small four-man factory. Today it is the largest manufacturer of cooking and heating equipment on the Pacific coast.

The interesting story of the Montag institution dates back to the time when "Uncle" John Montag, a young iron moulder, determined to operate a stove factory in the Pacific northwest. He had experience and was skilled in the building of good stoves, and knew what people wanted and the materials to use to produce a quality product. However, it was another problem to interest capital.

Money was scarce. Enthusiasm and ambition were instrumental in convincing three associates that success could be achieved if all joined in an effort to serve northwest home owners well.

11 Dipping Montag stoves—Careful inspection of finished pieces just before automatic machine label classifies—12 In the factory during the day—13 In the store—14 John Montag, head of Montag Stove Works

In those days, consumers were few and far between; freight hauls were long, and sources of finances were not interested in extending credit to any infant industries. Consequently, two of the associates were forced to drop out of this new-born business. In spite of problems which seemed insurmountable, one fundamental policy saved the new venture, for the material used in the manufacture of Montag stoves was the finest available and those models which were produced in those pioneer days were good stoves. Owners wrote letters calling them "Jim Dandies," and stated they "baked like charms." By this simple means of word of mouth advertising, the quality of Montag stoves was called to the public attention, and although the new Montag venture offered the two partners no profit, reward came in acceptance of the merchandise which was being produced. John Montag had confidence in the quality of stoves which he manufactured, and knew that a superior product could

that policy still exists. Quality merchandise has at all times been sold at the right price, backed by a sincere desire to serve northwest home owners well. Today Ralph Montag, John W. Montag, Fred Montag, Harry Montag, B. B. Montag and Joseph P. Montag all combine their efforts with those of "Uncle" John Montag to further the success of the Montag organization in an effort to sincerely serve north west home owners.

Product development has played an important part in the rapid growth of the Montag Institution. Montag ranges and circulator heaters are sold in every section of the great northwest. Montag furnaces bring comfort into many thousands of homes, and the efficient Montag automatic oil burner has found a ready market wherever it is sold. During the past several years Montag factory engineers have developed new units such as the Montag Comfort-Master and Cleanator, which bring essential air-conditioning features within the financial reach of the average home.

Acceptance of Montag quality on the part of Oregon northwest home owners has built an institution which is the largest of its kind in the west, an organization of which Oregon can be justly proud.

UNVEIL MEMORIAL TO LEWIS, CLARK

PORTLAND, May 3 — (AP) — An enduring memorial to Oregon pioneers stood revealed today as an inspiration to the youth of the West.

Before school officials, descendants of pioneers and more than 2,000 students and alumni of Jefferson High school, the memorial was unveiled yesterday afternoon at an impressive ceremony on the front terrace of the school where already stand several of Portland's best known works of art.

The 4 by 8 foot bronze plaque bears the inscription that it was dedicated "in tribute to the intrepid explorers, Lewis and Clark, who saved the West for the United States." Then follow the words: "May the youth of the West offer to our country trained minds and high ideals."

Girl Is Sports Writer

DELAWARE, Ohio — (UP) — Carolyn Brogan, of Goldenold, Pa., has invaded the generally sacred male field of sports writing. She is now on the sports staff of the Ohio Wesleyan University Transcript, semi-weekly campus newspaper.

Egg Wrapped for Market

NASHVILLE, Tenn. — (UP) — A hen owned by Mrs. J. T. Shelton of Donelson laid an egg all ready for market. It came into the world wrapped in tissue paper, or cellophane, if you prefer, by some strange chemical phenomenon.

OREGON PRODUCTS CHAMBER BACKING YEAR IS URGED BY OREGON PRODUCTS MEDFORD'S MAYOR SPRING CAMPAIGN

"Oregon Products Week," beginning today, should receive the enthusiastic cooperation of every citizen of Medford. No one action will do more to speed economic recovery in this state than a concerted move on the part of Oregonians to give preference to everything made in Oregon. This week's campaign is calculated to fa-

The Jackson County Chamber of Commerce heartily endorses the 1935 state-wide spring campaign being sponsored by the Oregon Manufacturers' association for the purpose of selling Oregon to Oregonians. The prosperity of Oregon and the United States will never be assured,



George Porter



H. E. Harder

milize the public with the names of Oregon-manufactured and grown products. I urge the citizens of Medford to choose Oregon brands this week, test and acquaint themselves with the quality of home products, then extend this campaign into an "Oregon Products Year."

"Let's Sell Oregon to Ourselves" is the slogan of this splendid campaign. For their own welfare and the advancement of the entire state, Medford, people should heed this slogan and warmly encourage the movement behind it.

Striker Gives Blood to Hero

TOLEDO — (UP) — Carl Kiefer, a striking employe of the Ohio Clover Leaf Dairy Company, was absent from the picket line for more than an hour. During that time he was giving a blood transfusion to his boss, Knud Flenslad, plant superintendent recovering in a hospital from a blood ailment. A bit pale, Kiefer returned to union headquarters and stayed through a meeting of striking milkmen.

Heart Operation Successful

CLEVELAND — (UP) — Joseph Krichmar, Chardon, Ohio, farmer, upon whom Dr. Claude S. Beck, Lakeside Hospital surgeon, performed the first recorded operation for an-gina pectoris direct on the heart, today was apparently still on the way to recovery, five weeks after the delicate surgery.

Fluhrer's

MEDFORD'S OWN BAKERY

—THE FINEST OF IT'S SIZE ON THE PACIFIC COAST

Contributes to Oregon Development

An Important Southern Oregon Industry That Always Favors Oregon Products

**This Bakery—
Has a Substantial Payroll**

- Fifty southern Oregon families receive their livelihood from Fluhrer payrolls. . . . One of the important payrolls of this community! This is a definite contribution to southern Oregon's welfare.

Has Favored Oregon Industries

- Whenever possible, Oregon-raised products are used in the hundreds of quality items of this bakery. . . . Fluhrer's Bakery is an Oregon industry. . . . built by home capital and is 100% Medford owned, and operated by a home personnel.

Has Grown With the State

- This bakery has expanded with the development of southern Oregon. . . . Our new bakery—the finest of its size on the Pacific Coast—reflects the public acceptance of Fluhrer products and the confidence the management of this concern has in the future of this state and community.

P. L. Clark, M.D., says: "Foods which can not be digested in the same length of time when mixed together do not pass off in the same length of time. The result is a certain portion of this food ferments, and rot in the intestines. Your Honey Krushed Wheat Bread assists in the proper elimination of these foods and promotes regularity."

Now—We Offer A NEW Fluhrer Product

—This Sensational New Bread Features EASTERN OREGON WHEAT

Honey-Krushed BREAD WHEAT

Read What Noted Physicians Say About This New Bread

for Constipation Sufferers

When You Buy Bread—Say "FLUHRER'S"—Support A 100% Home Industry . . .

"Honey Krushed Wheat Bread which is honey instead of sugar, is a good food for children and old alike. I would like to see you for this wonderful bread so that our baker here can make this bread for our Health School."

"If you have tried eating whole wheat bread but do not care for their flat, stony taste, a new taste thrill awaits you when you eat Honey Krushed Wheat Bread. Give it a ten-day trial. Your complexion will clear up and you will feel like a new person."