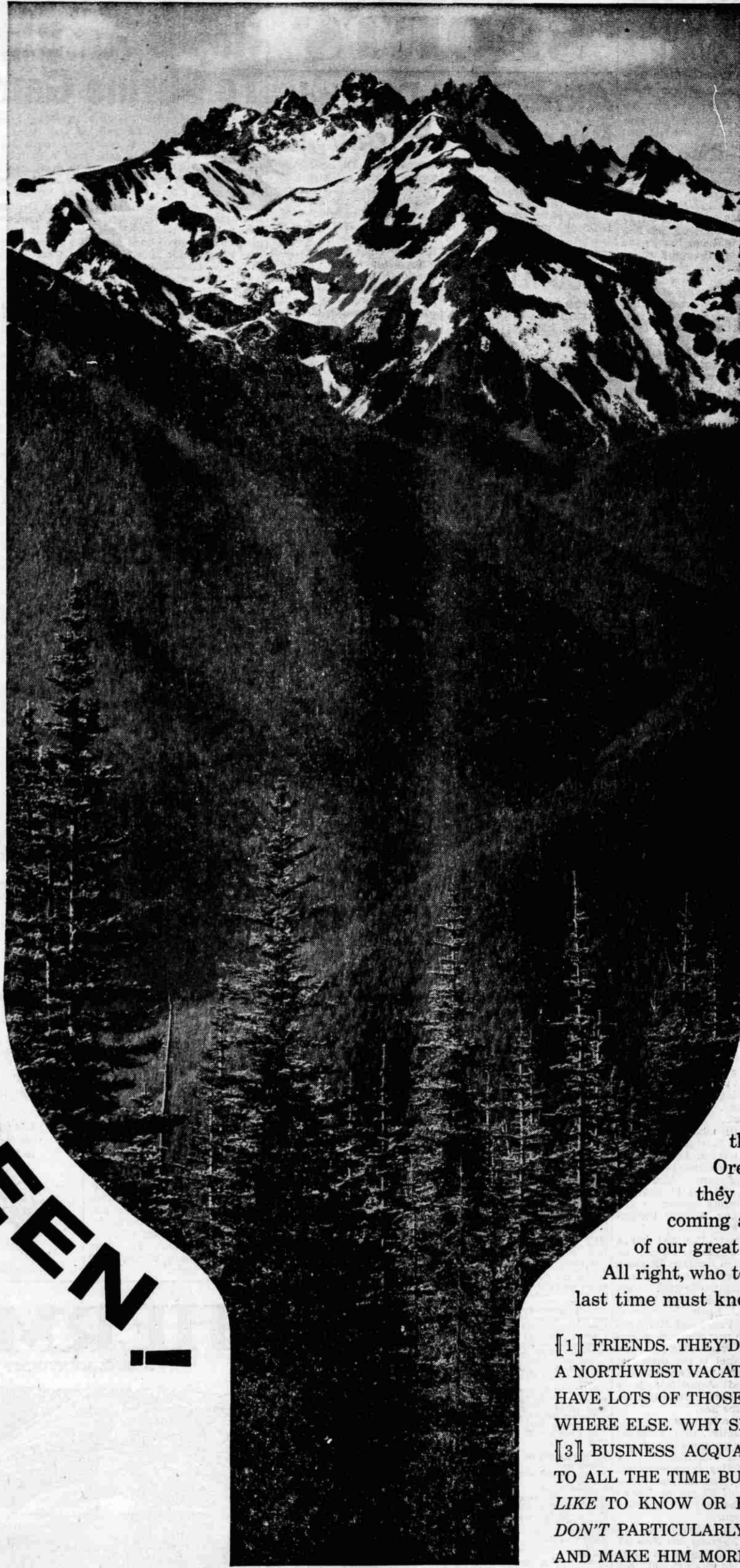


KEEP THE WORLD GREEN!



{ PART 2. }
 A MODEST REFORESTATION PLAN FROM OREGON'S ONLY (& LARGEST) BREWERY TO PROMOTE THE 1959 OREGON CENTENNIAL—AND WASHINGTON, TOO

Last spring, the lives of over 63,000 people out there were made greener and more meaningful by the Douglas Firs, suitable for planting, which Oregonians sent to promote the Centennial. When you add to this number their families, friends, neighbors and passers-by who will also benefit from the shade, the figure runs much higher. To millions, maybe.

In addition we received requests for 13,000 trees that we couldn't fill because tree-shipping season ends promptly April 30th. Trees have seasons just like strawberries, apples, or swimming suits.

Well, here it's tree-planting season again. So fill out the coupon at the bottom of the page and we'll send a free tree (2 years old... about a foot high) from you to anyone in the United States outside of Oregon. And Washington.

This time Washingtonians are cordially invited to get in on the fun, too. After all, Washington was originally a part of the Oregon Territory and will doubtless be more than happy to lend Oregon a hand in promoting its Centennial. We're sure that Oregonians will reciprocate in 1989 when Washington's Centennial Year comes up.

The tree, then, will be accompanied by a tag saying it is from you, with your name on it, and a booklet that tells, (a) How to plant and care for it, (b) About Oregon's Centennial and the fun they can have, and (c) How they ought to visit Washington as well. As long as they're coming all this way they ought to see the other magnificences of our great Northwest, don't you agree?

All right, who to send the trees to? Even those of you who sent a tree last time must know a lot of other people. Here are a few suggestions:

- {1} FRIENDS. THEY'D LIKE A LIVING INVITATION TO THE CENTENNIAL AND A NORTHWEST VACATION, NOW WOULDN'T THEY?
- {2} RELATIVES. YOU MUST HAVE LOTS OF THOSE OUT THERE, ESPECIALLY IF YOU USED TO LIVE SOMEWHERE ELSE. WHY SHOULD YOU BE THE ONLY LUCKY ONE IN THE FAMILY?
- {3} BUSINESS ACQUAINTANCES; LODGE BROTHERS; THAT MAN YOU WRITE TO ALL THE TIME BUT HAVE NEVER MET.
- {4} SOMEONE THAT YOU WOULD LIKE TO KNOW OR HAVE ADMIRERD FROM AFAR.
- {5} EVEN SOMEONE YOU DON'T PARTICULARLY LIKE; MAYBE A LIVING TREE WILL SOFTEN HIM UP AND MAKE HIM MORE ENDURABLE.

...you get the idea. Oh, one other thing: we've gotten back several reports of trees that died. We think we can blame this one on the weather. It was an unseasonably cold spring in some places. If you have heard of any such hardship cases and haven't reported them to us, just fill out the coupon and we'll send them another tree.

And one more thing, we'd enjoy knowing where the trees end up and how they are doing. Only if it's convenient, of course. Don't feel you *have* to write, though we like to get letters. And answer them.

Blitz-Weinhard Brewing Company, Dept. C
 P. O. Box 4286
 Portland 8, Oregon

Dear Blitz:
 I'd like to help promote the Oregon Centennial. Please send a free fir tree as a gift in my name to:

Name _____
 Address _____
 City _____ State _____

[My name is:]
 Name _____
 Address _____
 City _____ State _____

Tree shipping season: January 1st to April 30th