



Industrial Leadership Event To Promote Understanding of American Private Enterprise

PORTLAND, Ore., April 26—Industry's mobilization for the understanding of private enterprise, initiated recently through a nationwide broadcast by H. W. Prentiss Jr., president of the National Association of Manufacturers, will be given added impetus here with the Oregon Industrial Leadership conference to be held Monday, May 20, at the Multnomah hotel, Portland. This was announced today by T. Harry Benfield, president of the Iron Fireman Manufacturing company, Portland, and director of the National Association of Manufacturers.

The meeting will be sponsored jointly by the N.A.M. and Columbia Empire Industries, Inc. The conference committee lists 30 industrial leaders of Oregon and is supplemented by a special committee on arrangements. Benfield will act as chairman of both.

Purpose of the conference will be to rally business to the support of the private enterprise system that has "made us the world's greatest nation." The formal announcement asks the question, "Will 1940's executives accept the challenge of a public grown weary of a decade of experimentation with the economic system? Will business leadership be equipped to meet the challenge of a new decade?"

The Industrial Leadership conference will begin with a banquet in the grand ball room of the Multnomah hotel.

Several high officials of the National Association of Manufacturers are expected from the east to join with the local group.

H. W. Prentiss Jr., president of the N.A.M. and leader of industry's program for a better understanding of private enterprise, has accepted an invitation to participate and will be the principal speaker at the banquet. Mr. Prentiss has recently made several nationwide broadcasts and is considered one of the most capable business leaders of the nation. His broad grasp of the problems of private enterprise and his ability to forcefully deliver this message have made him the natural leader of the nation's manufacturers.

Another big feature of the program will be an employment relations panel discussion entitled "Information Please." This will be a forum period during which the audience will submit questions to a panel of employment relations experts for answer. Other features of the program are still being formulated.

Policy of the conference will be to analyze the leadership that industry has given to national progress. It was pointed out that even during the recent depression years industry has offered the public better products than ever before at lower prices. At the same time whole new industries have been developed through industrial research that have created many thousands of new jobs.

Invitations to attend the conference are being sent to business men throughout Oregon and the Columbia empire region. An unusually large attendance is expected because of the great interest among executives in today's problems and the intense desire of all to set the domestic house in order.

SPRING MENU MAGIC!

6 1/2 MINUTES WITH **GOLDEN FRESH-EGG NOODLES!**

Tasty, nourishing dishes that whet the growing spring appetites of your family are the gift of FRIL-LETS. Ask your grocer for them today—cellophane wrapped.

SEND 15 PORTER LABELS and receive a three-quart genuine hard-aluminum macaroni strainer and vegetable colander postpaid.

ASK FOR Porter's FRIL-LETS

PORTER-SCARPELLI MACARONI CO., PORTLAND, ORE.

Get Your Entry Blank Here for the **PROSPERITY QUIZ**

We hope you win the complete paint job for your home, because we know how good FULLER PAINTS are.

SWAN LAKE MOULDING CO.

South Sixth Fuller Paints Phone 759

OK say thousands of home owners.

NEW LOW Prices 288 Per Gal.

In 5-gallon containers

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515 Main St. And Authorized Dealers Phone 2520

Plan Columbia Empire Prize Contest



These men, representing five major industries of the Pacific northwest, were photographed while checking final details of Columbia Empire Industries annual "Buy to Work—Work to Buy" campaign, which will break this year in newspapers throughout the area on April 26. Shown in the picture are, from left, seated: W. L. Swear-

ingen, sales manager of B. P. John Furniture corporation; R. B. Ambrose, vice president and sales manager, Portland Woolen mills and president of Columbia Empire Industries, Inc.; C. B. Dawson, sales manager, range division, Montag Stove and Furnace works; (standing) Henry Feldman, general manager, Mt. Hood Soap company and Charles Wintermute, sales manager, Pendleton Woolen mills.

Plans for the campaign call for an area-wide "Prosperity Quiz," with a grand prize of \$200 in cash and many valuable merchandise prizes for those who identify Columbia Empire products and submit the best reasons, in 100 words or less, for buying them. Free entry blanks will be available in retail stores and completed entry blanks are to be mailed to this newspaper by May 15. George L. Baker is manager of Columbia Empire Industries, Inc.

BORDEN SPENDS BIG SUMS IN OREGON

People in general perhaps don't realize what a steady influence a big dairy plant can be. Steady in this way—the plant takes the output of thousands of cows day after day, year after year—milk checks to farmers providing a regular source of income, purchases of supplies, water, heat, light, power, payments for freight, taxes, warehousing wages and salaries to employees—all this money helps build the community immediately surrounding a dairy plant such as that operated by the Borden people at Albany, Oregon.

And the money thus spent circulates near home, is spent and respent for shoes, groceries, shelter, clothing, all the daily necessities that these farmers, these employees must purchase who look to Borden's for their livelihood.

FLAVOR TO MOO ABOUT

SAYS ELSIE—
Borden's Glamour Cose

Men rave about it in coffee—ladies exclaim over it in cooking—babies gurgles at it in bottles!

We mean Evaporated Milk made by Borden's.

Look for the familiar Borden label featured at your grocer's. I know what I'm mooing about when I moo....

IF IT'S Borden's IT'S GO TO BE GOOD

A Northwest Product

Oregon's Own and Only Sugar Salutes Astoria and Oregon's Fishing

Astoria has long been known as the Chinook salmon capital of the nation, if not of the world. Her present salmon packing plants are a far cry from the first crude salmon saltery of 1832. Now comes a new and promising industry: the packing of Oregon White Meat Albacore Tuna, the fanciest tuna canned. After three years experience Astoria tuna packers have every reason to be highly encouraged.

The total catch of Albacore in the Northwest last year was 11,000,000 pounds. This represented 154,000 cases valued at \$775,000 for which producing fishermen received \$400,000 and cannery labor \$250,000. This is new wealth, like wealth produced from Oregon sugar beets, to be spread through all the channels of trade in the state.

FACTS ABOUT ASTORIA

Astoria is the chief center of Oregon's fishing and salmon industry which annually exports over 500,000 cases valued at \$7,500,000. Here are also important lumber, ship building, iron works, furniture, dairy, poultry, and ocean shipping industries. Port of Astoria is the largest on coast between Portland and San Francisco.

WHITE SATIN SUGAR

These Grand Prizes are offered in your Columbia Empire **PROSPERITY QUIZ!**

IT'S FUN! IT'S EASY! EVERYONE CAN ENTER!

NOTHING TO BUY! CONTEST STARTS TODAY!

WIN GRAND PRIZE \$200 IN CASH

WIN GRAND PRIZE A Complete Suite of FASHION FLOW "AMERICA'S SMARTEST" BEDROOM FURNITURE

WIN GRAND PRIZE A Complete Paint Job, and Roofing Material for Your Home

WIN GRAND PRIZE Fowler Automatic Electric Hot Water Tank

WIN GRAND PRIZE MONTAG KITCHEN RANGE

WIN A WEEK'S FAMILY VACATION SPECIAL GRAND PRIZE

Extra Prizes FOR THIS COMMUNITY ONLY

Judges for this community are
EARL C. REYNOLDS
Secretary of Chamber of Commerce.
WYATT PADGETT
Principal of Allamont School.
EVERETT VANDERPOOL
Member of Faculty at Klamath Union High School.

PAYROLLS, PROGRESS AND PROSPERITY DEPEND ON YOUR PURCHASE OF COLUMBIA AREA PRODUCTS

1. 25-lb. Sack WHITE SATIN Sugar
2. 49-lb. Sack CROWN Best Patent Flour
3. Case 1-lb. Tins GOLDEN WEST Coffee
4. Case Assorted TRIANGLE Cereals
5. Pkg. 5 lbs. CANDY PRODUCTS Jelly Beans
6. Sack OREGON Portland Cement
7. Sack SANTA CRUZ Portland Cement
8. Quart Case GENERAL "Quick Steam" Floor Finish
9. 5-lb. Pkg. MANKIND Dog Food
10. Pkg. WELSHING Dog Food
11. 50-oz. Pkg. BORENE Granules
12. Case (6 Pkts.) PORTERS Fresh Egg FRIL-LETS.
13. Pair BERGMANN'S Shoes
14. PENDLETON Virgin Wool Blanket
15. OREGON CHIEF Hat
16. 50% SPERRY Drifted Snow "Home-Perfected" Plaid
17. Sack SWIFT'S Premium Bacon
18. Case CARNATION Wheat Flakes
19. Box Assorted SUNSHINE Biscuits and Cakes
20. Case WADSWORTH'S Gelatine Desserts
21. "Cocktail Bar" containing KNIGHT PACKING CO. Products
22. Case (1 doz. cans each to 3 winners) ROYAL CLUB Oregon White Meat Albacore Tuna