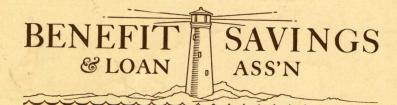
OREGON, My Oregon



Official Oregon State Song

DISTRIBUTED IN THE INTEREST OF A GREATER OREGON

Courtesy of



109 BROADWAY, PORTLAND, OREGON

OREGON, MY OREGON

J. A. BUCHANAN

HENRY B. MURTAGH



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HEAR THIS...OVER KEX

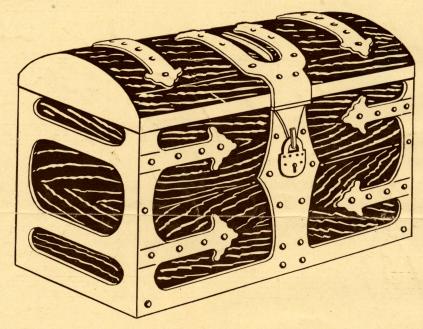
TUNE is on the Benefit



TUNE IN! Every Tuesday, Thursday and Saturday evenings from 8:30 to 9:00, Benefit Savings & Loan Association is on the air over KEX, featuring Del Milne's famous orchestra. On Monday, Wednesday and Friday of each week the Benefit program is broadcast from the same station from 12 noon to 12:30 P. M. Listen in—you'll enjoy these programs.

nay 1944, Get from they ma m. H. Doughans

It plays "OREGON, MY OREGON" every time you save a coin



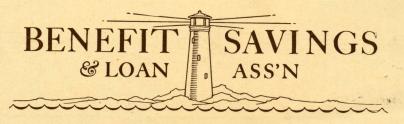
Benefit's "Treasure Chest" Bank

THE CLEVER little bank shown above is a musical bank—Swiss works 'n everything. Every time you put a coin into it, it plays distinctly "Oregon My Oregon." You'll enjoy saving all the more

because of it, and children will take more interest in cultivating that most important of habits—
Thrift. Ask us how you may get one of these banks—it's easy.

(Write or call at the office)

Saving only \$7 a month soon matures \$1080



109 BROADWAY, PORTLAND, OREGON