



FIRST FEDERAL SALUTES THE ROSE FESTIVAL

...For what it is and for what it represents...For the beauty and pageantry and good-fellowship that makes the Festival Oregon's best loved celebration...For the ideals and philosophy and symbolism of a man-made event in tribute to Oregon's most gracious

token of friendship—the Rose. » » »

Attend the Rose Festival with the whole family. Invite your friends and relatives from other cities. The dates are June 7-8-9-10. Interrupt your normal design of living this week; linger a while under the charm and inspiration of—the Rose.



FIRST FEDERAL

SAVINGS AND LOAN ASSOCIATION

423 S. W. BROADWAY • AT. 5195 • PORTLAND, OREGON

