 TOADOEPENOENTS

## Gigantic Organization for Pro

 tection of Every Oregon5500,000 IS GOAL SET

Thursday's Economy Offerings in the Anniversary Sales


Thrifty Shoppers Will Do Well to Take Advantage of the Many Extraordinary Bargains Now on Salo QUALITY


Olds, Wortman \& King
Patterns
Now in. Al
Fall Book
Fashions a
Reliable Merchandise-Reliable Methods

## Double S. $\mathcal{F} H$. Trading Stamps Today

With Cash Purchases in All Departments Except Groceries

## NewFall Suits,Coats \& Dresses


Fine Lingerie Waists \$2.39


Tennis Racquets

Reduced
\$1.50 Grades at 89 c \$2.48 Grades $\$ 1.48$



Couch Hammocks
and Swings
$\qquad$
Coffee Day
Model Grocery
Fourth Floor
$\qquad$





Women's White Shoes At Sacrifice Prices

$\$ 9.50$ and $\$ 10.50$ White Boots at $\$ 5.98$ $\$ 6.50$ to $\$ 8.00$ Grades at $\$ 4.98$



$\$ 4.50$ to 85.50 White Duck Boots at $\$ 3.48$ Main Floor- to $\$ 4.50$ Canvas Shoes $\$ 1.98$



ANTI-I. W. W. BILL OFFERED
NEW LOAN IN FALL

Portland Banks Prepare
Handle Bond Sale.
organization is ready
ROAD LINK TO BE STUDIED


## Don't Eat Less-But Eat Better

How to prevent waste and at the same time perfectly nourish the human body is a matter of intelligent food selection There is no need of anyone going hungry. Americans should not eat less-they should eat better. They should eat foods that supply the greatest amount of digestible nutriment at the lowest cost

The whole wheat grain is the most perfect food given to man. It contains every element needed for building healthy tissue and furnishing energy for the day's work.

But be sure you get the whole wheat grain, and be sure you get it in a digestible form.

## Shredded Wheat Biscuit

is 100 per cent. whole wheat grain prepared in a digestible form Every particle of the whole wheat berry is used-nothing wasted, nothing thrown away.


It is what you digest, not what you eat, that furnishes energy for the human body. We make the whole wheat digestible by steam cooking, shredding and baking.

Two or three of these little loaves of baked whole wheat with milk, sliced bananas, berries, peaches, or other fruits, make a nourishing, satisfying meal at a cost of a few cents.

> Made only by THE SHREDDED WHEAT COMPANY,

Oakland, Cal.

