

## You Can-Too!

Thousands of happy Portland families eat better than others—and it costs them less to do it.

They do it because they know HOW and WHERE to buy. They know that substitutes are never offered that nothing but reliable, standard foods are here and these are sold for less.

**START THE NEW YEAR RIGHT—EAT BETTER—SAVE MORE**

### Miscellaneous Bargains

Postum Cereal .....20c  
 3 loaves any kind bread..25c  
 1-lb. cake Ghirardelli's Sweet Chocolate .....25c  
 4-lb. can Hershey's Cocoa .....15c  
 1 LB. BULK CHOCOLATE 20c  
 2 lbs. Japan Head Rice..25c  
 4 LBS. PETITE PRUNES 25c  
 4 lbs. Macaroni or Spaghetti .....25c  
 3 cans Del Monte Tomato Sauce .....25c  
 1 can Del Monte Deviled Olive Sauce .....10c  
 2 cans Oysters .....25c  
 2-lb. pkg. Laundry Starch 25c  
 Box Ball Blue .....15c  
 New Kraut, quart. ....5c  
 2 cans Carnation or Mt. Vernon Milk .....25c

Store Closes at 9 o'clock Saturday Night

### SATURDAY EXTRA SPECIALS

Tomatoes (limit 3 cans) 10c  
 Corn (limit 3 cans), per can 10c  
 Small size can Weason Oil for 35c  
 Medium size can Weason Oil for 65c  
 Three cans Hava Beans for 25c  
 Three pounds Cluster Raisins for 25c  
 C. & B. Olive Oil, per gallon \$1.00  
 Campbell's of Van Camp's Soup, can 10c

### Miscellaneous Bargains

1 doz. large, juicy Dill Pickles .....25c  
 1 gal. Red X Molasses .....75c  
 1 pt. Heinz Sweet Pickled Onions .....15c  
 1 lb. Cluster Raisins .....10c  
 1 lb. Popcorn .....25c  
 1 lb. English Walnuts .....20c  
 1 lb. French Roasted Peanuts .....20c  
 1 lb. Dried Peaches .....25c  
 1 lb. Black, White Figs 25c  
 1 lb. Seedless Raisins .....25c  
 1 lb. large Italian Prunes 25c  
 PKGS. KRINKLE CORN FLAKES .....25c  
 1 can Van Camp's Pumpkin .....15c  
 Dry Green Peas, lb. ....15c  
 1 lb. Split Peas .....25c  
 1 lb. Tapioca .....25c  
 1 lb. Pearl Barley .....25c  
 1 LB. FRESH ROLLED OATS .....25c

### Flour

1 sack Oly. Flour .....\$2.65  
 1 sack Fletcher's Flour \$2.65  
 Barrel .....\$10.40  
 All other Hard Wheat Flour, sack, \$2.70; bbl \$10.50  
 2-lb. sack Pastry Flour. .65c

### FRESH AND CURED MEATS

#### PORK

Shoulder Pork Steak .....25c  
 Shoulder Pork Roast .....22 1/2-25c  
 Leg Pork Roast .....24-25c  
 Loin Pork Roast, lb. ....30c

#### VEAL

Shoulder Veal Roast, lb. ....17 1/2c  
 Leg or Loin Roast Veal. ....20c  
 Breast of Veal .....15c  
 Shoulder Veal Outlets. ....20c

#### BEEF

Pot Roast .....12 1/2c and 15c  
 Shoulder Steak .....25c  
 Sirloin Steak .....17 1/2c  
 Rib Roast Beef .....10c

### Fruits and Vegetables

Oranges, doz. ....45c  
 3 lbs. Oregon Onions .....25c  
 12 lbs. Spuds .....25c  
 1 sack Spuds .....\$1.75  
 4 lbs. Sweet Spuds .....25c  
 Apples .....\$1.00-\$1.40

### CEREALS

2-lb. sack Yellow or white Corn Meal .....65c  
 2-lb. sack Rolled Oats .....60c  
 2-lb. sack Farina .....60c  
 2-lb. sack Graham .....60c  
 2 pkgs. Shredded Wheat. 25c  
 4 pkgs. E. C. Corn Flakes 25c  
 1 pkg. Roman Meal .....25c  
 1 pkg. Cream of Barley. ....20c  
 1 pkg. Wheat Flakes .....20c  
 1 pkg. Cream of Wheat. ....25c  
 1 pkg. Ralston's Bran .....15c  
 1 pkg. Kellogg's Biscuits 25c

### PEOPLES THE ORIGINAL CASH STORE

1st and Taylor  
 Sunnyside Store  
 994-996 Belmont  
 Convenient for many East Side patrons. Same prices, same service and specials as at the main store.  
 Phones A 6255 Main 5700  
 PHONES B 1215 Tabor 18

### Cheese

1 lb. Full Cream Cheese. .30c  
 3 lbs. for .....55c  
 1 lb. Cream Brick. ....35c  
 Limburger, brick .....40c  
 1 lb. Wisconsin Swiss. ....45c

# Pacific Market

In the New Central Market  
 CORNER FOURTH AND YAMHILL

## Tender Steer Beef Pot Roasts

Guaranteed First Class  
**15c**

## That Famous Home-Made Veal Sausage lb. 20c

### EGGS

Strictly Fresh Oregon Ranch Eggs, dozen .....50c  
 Absolutely Guaranteed Storage Eggs, doz. 43c; 2 doz. 85c

Genuine Shoulder Lamb, per lb. ....22c  
 Sirloin Steaks at, per pound. ....15c  
 Young Steer Beef, Short Ribs or Boiling Beef, per lb. ....12 1/2c

### BUTTER

Our Famous Green Valley Creamery Butter, lb. ....50c  
 2 lbs. ....99c

### CHEESE

Full Cream Cheese, per lb., only .....26c

### CUT FLOWERS AND FERNS

At Lowest Prices  
 Irvington Park Floral Company

### Peoples' Market & Grocery Co.

Tomatoes, per can. ....10c  
 Limit 3 cans  
 Corn, per can .....10c  
 Limit 3 cans  
 Weason Oil. ....35c and 65c  
 Pimentos, per can .....10c  
 Cross & Blackwell Olive Oil, bottle .....\$1.00  
 7 Bars Savon Soap .....25c  
 6 Rolls Toilet Paper. ....25c  
 3 Cans Ham and Beans. ....25c

### PIAZZA—Stall 6

Roman Beauty Apples, box .....\$1.75  
 Florida Grape Fruit, 3 for .....25c

### CENTRAL COFFEE SHOP

2 lbs. any kind of Beans. 25c  
 Ground Chocolate or Cocoa, in bulk, lb. ....19c  
 Royal Baking Powder, lb. 40c  
 Lipton's Yellow Label Tea 69c  
 Arm & Hammer Soda .... 5c  
 Delmonte Grated Pineapple, can .....10c  
 Continental Corn Starch, package .....10c

### AT COTTLE'S Stall 9

**SPECIAL Coffee Cake 10c**

### Mike Saso—Stall 7

Florida Grape Fruit, 3 for 25c  
 Sweet Potatoes, 4 lbs. ....25c  
 Grimes' Golden Apples, box .....\$1.25  
 Sunlight Oranges, dozen. 25c  
 King David Apples, doz. 10c  
 Cranberries, 2 lbs. ....15c

### Stalls Nos. 4 and 5

PIETRO INGIGNONI  
 4 lbs. Onions .....15c  
 Large Sack Onions. ....\$2.25  
 Fresh Fruits, Vegetables

### New Central Market Bakery

SATURDAY SPECIAL 20c  
 Home-made Mince Pie 20c

### DUNDAS & CO.

Creamery Butter, lb. ....50c  
 Fresh Ranch Butter, lb. ....45c  
 Guaranteed Strictly Fresh Eggs, dozen. ....55c

### Dependable Butter Store

Fresh Dairy Butter, roll. 95c  
 Egola, a substitute for butter, per roll .....70c

### Nu-Life Food Co.

Only firm to put out VIGOR MEAL, indorsed by doctors. All Cereals and Honey handled and guaranteed. No solicitors.  
 Mrs. C. S. Brockway, Prop.

### CITY FISH AND POULTRY MARKET

Fresh Fish, Poultry, Oysters and Clams. Varied Assortments, Reasonable Prices.

## \$75,000 IS THE GOAL

Joint Drive for Y. W. C. A. Work and Camps to Start.

CAMPAIGN TO LAST WEEK

Work in Portland Will Be Conducted by 200 Men and Women and Is Scheduled to Continue From January 7 to 12.

### PERSONAL MENTION.

H. L. Silby, of Buxton, is at the Rita.  
 Edgar Colvin, of Clatskanie, is at the Rita.  
 A. Sauerwein, of Silverton, is at the Eaton.  
 R. H. Holmes, of Echo, is at the Perkins.  
 H. L. Howard, of Baker, is at the Seward.  
 Page R. Boyles, of Baker, is at the Seward.  
 Glenn McCaddin, of Salem, is at the Seward.  
 C. L. Johnson, of Unity, is at the Imperial.  
 J. C. Sturgill, of Condon, is at the Imperial.  
 Miss L. Temple, of Clatskanie, is at the Eaton.  
 Jacob Booker, of Athena, is at the Multnomah.  
 M. Walker, of Tacoma, Wash., is at the Perkins.  
 E. E. Froman, of Chicago, Ill., is at the Oregon.  
 L. Ellsworth, of McMinnville, is at the Oregon.  
 J. L. Brown, of Tacoma, Wash., is at the Portland.  
 Glenn Neponsit, of Spokane, Wash., is at the Cornelius.  
 Warren Overpack, of Warrenton, is at the Multnomah.  
 C. L. Sawyer, of Minneapolis, Minn., is at the Perkins.  
 T. P. Kerrin, of Lewiston, Idaho, is at the Washington.  
 J. H. Smith, of Goldendale, Wash., is at the Washington.  
 Frank D. Lee, of Seattle, Wash., is at the Multnomah.  
 J. C. Scott, of Walla Walla, Wash., is at the Multnomah.  
 A. P. Blewett, of Pendleton, is registered at the Oregon.  
 J. T. Brooks, of San Francisco, Cal., is at the Washington.  
 D. C. Baker and Mrs. Baker, of Medford, are at the Seward.  
 John Hamshire, of Grants Pass, is registered at the Perkins.  
 Charles Barr and Mrs. Barr, of Pasco, Wash., are at the Perkins.  
 P. W. Harris, of Seattle, Wash., is registered at the Nortonia.  
 C. M. Heisler and Mrs. Heisler, of Dufur, are at the Imperial.  
 J. L. Ingle and Mrs. Ingle, of La Grande, are at the Seward.  
 C. J. Johansen, of Seattle, Wash., is registered at the Portland.  
 E. H. Smith and Mrs. Smith, of Forest Grove, are at the Cornelius.  
 J. I. Case and Mrs. Case, of Mansfield, Wash., are at the Eaton.  
 W. S. Ullery and Mrs. Ullery, of Penton, Bask., are at the Nortonia.  
 A. A. Soule and Mrs. Soule, of Aberdeen, S. D., are at the Cornelius.  
 William Lents and Mrs. Lents, of Salem, are registered at the Rita.  
 Charles Bennett and Mrs. Bennett, of Kansas City, Mo., are at the Rita.  
 A. P. Farrar, of Seattle, Wash., is registered at the Washington.  
 Courtney McCracken, of Woodlake, Cal., is registered at the Cornelius.  
 J. B. Hawley, and Mrs. Hawley, of Tacoma, Wash., are at the Portland.  
 Dr. O. E. Prince and Mrs. Prince, of Falls City, are registered at the Imperial.

## HURRY IN YOUR ADS

Notices for Classified Columns Must Be in Earlier.

### TRAIN SERVICE TO BLAME

Increased Circulation of The Oregonian Also Makes It Necessary to Handle Section of Big Edition Ahead of Time.

### BRITISHER SEEKS REVENGE

Stanley Hedges, Who Has Lost Two Brothers and Sister, Enlists.

Stanley C. L. Hedges, who enlisted at the British and Canadian recruiting office, Third and Oak streets, Portland, Thursday, and left for England yesterday morning, has a just score to settle with the Germans. His two brothers and seven cousins have been killed at the front, and his only sister was killed in an air raid on Ramsgate. "I don't mind the loss of my two brothers, they were killed in a fair fight, but what makes me mad is that my innocent sister should have to suffer, and if I can do anything to avenge her death I will be satisfied. My mother is all I have left now, as my father died since I left England, and I am sure nothing will please her better than to know that I am in the Army."

## Barbers on Strike at Aberdeen.

ABERDEEN, Wash., Jan. 4.—(Special.)—Practically all barbers here are out on a strike for shorter hours, demanding that shops open at 8:30 A. M. and close at 7 o'clock, which is lopping half an hour off each end of the working day. No question of wages has been raised.

### Bend Postoffice Relocated.

BEND, Or., Jan. 4.—(Special.)—A contract for postoffice quarters for the next 10 years has been let to D. H. Spher. The new office will occupy an L-shaped space with frontage on two streets, about a block from the present location.

Besides the nuts used in confectionery the Indian cashew tree yields an insect repelling gum, a juice that makes indelible ink, and three kinds of oil, one edible, the other used to tan fishing nets and preserve wood.

# BAKER'S COCOA

## HAS GREAT FOOD VALUE

THE food value of cocoa has been proven by centuries of use, and dietitians and physicians the world over are enthusiastic in their endorsements of it. It is said to contain more nourishment than beef, in a more readily assimilated form. The choice, however, should be a high-grade cocoa,—"Baker's" of course.

IT IS DELICIOUS, TOO  
 Trade-mark on every package

Made only by  
**Walter Baker & Co. Ltd.**  
 Established 1780  
 REG. U. S. PAT. OFF. Dorchester - Mass.

### chance to be near her while he is in training in England. He has lived in different parts of Oregon for the last 10 years, and during the last two years has been working on logging contracts near La Grande.

ZEST at its best in these delicious little rolls—

# Columbia BRAND

## Pure Pork Sausage

A quality product—made of the choicest cuts—seasoned with pure spices to a degree of excellence. Puts a real meaning in every meal. U. S. Government inspected.

"COLUMBIA" Brand Is Your Safeguard

Made Daily by  
**UNION MEAT COMPANY**  
 Sold Only in Sanitary Cartons by All Dealers.