

"IN the Fall the family appetite is quickened. It wants something new as well as something good. The housewife, with a well-chosen variety of Armour Oval Label Products at hand, is going to save time and money in cooking and planning meals, and—what is dearest to her heart—can count on a happy family at meal times. If your dealer is not stocked with all you need, this local Armour Branch House can PROMPTLY supply him."

J. F. FURLONG JR.,
Manager



Armour's

OVAL LABEL Quality Products
satisfy all cooking and table needs by reason of their dependability, their variety and their completeness.

The Armour Oval Label on the package means an unvarying standard of excellence; therefore when you open an Armour Oval Label product new to you, you know it is the same high quality as the Oval Label products with which you are already familiar. The completeness of the Oval Label group permits variety—the spice of good housekeeping—and the use of high-grade alternatives, a great economy in cooking.

The Oval Label line comprises a great variety of food products; a few are listed for your convenience.

ARMOUR AND COMPANY

JAMES F. FURLONG JR., Manager, Portland, Or. Telephone Broadway 1380

Housewife's Choosing List

Star Ham ("The Ham What Am")
Devonshire Farm Style Sausage
Star Bacon with *Waukech* Eggs
—for November breakfasts.

In Place of Fresh Fruit:
Armour's *Waukech* Apricots, Peaches, Cherries, Blackberries and Loganberries.

For Pancakes:
Waukech Butter, Armour's Oleomargarine, *Waukech* Corn and Cane Syrup.

With the Meat Course:
Armour's *Waukech* Hominy, Rice, or Spaghetti, Tomatoes, Corn, Peas, String-Beans, Spinach, Sweet Potatoes (in cans) and Sauerkraut.

For Cooking Fats:
Simon Pure All Leaf Lard
Vegetole (vegetable shortening)
Waukech Salad Oil
Armour's Oleomargarine

For Everyday and Holiday Desserts:
Armour's *Waukech* Mincemeat, Plum Pudding, Rice, Cheese, Canned Fruits, Pumpkin, etc.

In Place of Meat:
Armour's *Waukech* Salmon, Tuna, Crab Meat, Lobster and Sardines. *Waukech* Poultry.

Condiments and Flavoring:
Waukech Sauce from Tabasco Peppers, Tomato Relish, Tomato Ketchup, Table Sauce, Oyster Cocktail Sauce, Worcestershire Sauce and Chili Sauce.

Waukech Extract of Beef
Waukech Vanilla, Orange, and Lemon Flavoring.

What to Drink:
Armour's *Waukech* Grape Juice, Coffee, Milk, and Cocoa.

All Guaranteed Under the Armour Oval Label

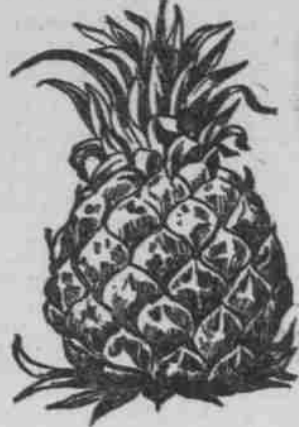


The Oval Label takes the guesswork out of buying, the hard work out of the kitchen, banishes fault-finding from the table.

Thanksgiving Offer

One Dessert Free

A Real-Fruit Dessert For Six People



Pineapple Juice

Comes condensed in a bottle in Pineapple Jiffy-Jell. We use the juice of half a Pineapple to flavor a pint dessert



Loganberry Juice

Comes condensed in a vial in Loganberry Jiffy-Jell. You get the juice of many berries in a pint dessert

This is an offer to buy you this week a Jiffy-Jell dessert for six people. Many housewives don't know what Jiffy-Jell means to them. They know the old-style quick desserts, but not the new.

Jiffy-Jell brings you real-fruit flavors—not the artificial. Each package contains a bottle of fruit juice condensed. We crush the real fruit, and much of it, to flavor a Jiffy-Jell dessert. A Jiffy-Jell dainty seems filled with fruit. Here you get fresh-fruit delights. And you get its healthful acids, needed every day.

Try One Fruit Free

Present the coupon to your grocer this week. Buy two packages of any flavor and he will give you a full-size package of Jiffy-Jell in Loganberry or Pineapple flavor free. We will pay him for the free package. This will give you three packages for the price of two.

Jiffy-Jell comes in many fruit flavors, but the choicest are Loganberry and Pineapple. You will find in each package a bottle of the fruit-juice flavor in liquid form, condensed.

The Jiffy-Jell mixture is ready-sweetened, acidulated and in proper color. Simply add a pint of water as directed on the package, then the flavor from the vial, and let cool.

See what you get—a real-fruit dessert for six people. It will have a wealth of fruit. It will change your whole conception of quick gelatine desserts.

Note that this offer is made on two flavors—on Loganberry and Pineapple only. Your grocer has no right to offer another. We want you to know Jiffy-Jell at its best.

Then always remember that this real-fruit dainty is ever at your command. It will bring you the joys of real fruit. And it will cost you when you buy it, only a few cents per dinner. It will cost you less than the fruit alone which we use to make the flavor.

This offer is for this week only. Cut out the coupon now. If your grocer lacks the flavors mentioned, go to another store.



Be Sure and Get This Package

Makes a Pint Dessert Like This



Full Size Package Free

Present This to Your Grocer

Jiffy-Jell, Waukecha, Wisconsin
I have bought today two packages of Jiffy-Jell of my grocer and he has given me, without charge, one package in Loganberry or Pineapple flavor.

Write your name and address clearly

To the Grocer: We will pay you in cash your retail price for each of these coupons which you redeem. Send them to us at the end of the week, with your bill.
To the Housewife: Note that it would be a fraud on us to deliver or accept any product but Jiffy-Jell on this coupon when we pay the grocer for it.
Waukecha Pure Food Co., Waukecha, Wis.

You drink coffee because you like the flavor



Hills Bros. Red Can Brand has it.

ATTENDANCE AT NIGHT HORSE SHOW GOES OVER 10,000 MARK

Increase of 6000 Paid Admissions Is Recorded From Monday to Wednesday; More Than \$65,000 Available to Pay Premiums.

BY ADDISON BENNETT.
EVEN the most enthusiastic optimists who were instrumental in putting on the evening horse shows are astonished at the attendance. It is attracting and at the attendance. Beginning with a paid attendance of 4000 on Monday night, the number reached a total of paid admissions well above the 10,000 mark on Wednesday night. Phenomenal is a very mild adjective to use in describing these great night shows.

There will be in excess of \$65,000 to pay out for premiums at the great show. The management is insistent that every prize be paid before the gates close on Saturday night, which means a lot of hard work for the clerical force.

"Just say in The Oregonian," said a visiting stockman from Wyoming to the writer, "that all livestock growers are red-blooded, but nary a one of them ever raised the red rag of the I. W. W., that no class of men gave more liberally to the Red Cross and the Salvation Army, that there were no slackers among us, and that almost to a man we belong to the Loyal Legion and stand squarely against anarchism, no matter what name it calls under."

Hilthe and gay and jovial as of yore, came C. M. McAllister down from his Spokane home and business to the stock show. "Mc" for all of the years since the formation of the North Portland Union stockyards, was the outside man for the managers; and during almost every hour of those years he was working for a great annual show at Portland. Now that it has come, there is no happier man over its success than C. M. All were sorry to see him leave Portland, but glad he is happily situated and prospering in his new home.

If the cup of happiness of little Miss McCleave of Vancouver, B. C., is not already running over, let it be said

to her that all who have witnessed her riding at the night shows hope that she may live and prosper to be present next year and many years thereafter. She has won the hearts of thousands.

The Carnation company of Seattle, in June, 1917, paid the highest price ever paid for a member of the cow family. That price was \$106,000 for a bull calf of the Holstein breed, now known as Carnation King Sylvia. The owners now have the first calves of his get, seven of them, six of them being heifers. The one little bull, now four weeks old, is at the show, and yesterday a telegram came saying he had been sold. No price was given, but a rumor said it was in excess of \$50,000.

Visitors to the show who wish to see the many carloads of cattle and swine will please remember that all of these are in the pens of the stockyards—and a fine lot of animals they are.

Lilith Queen Pauline is the name of a Holstein cow in the herd of the Hollywood company. She has a record of 28,183 pounds of milk in her fourth year, which was turned into 1072.2 pounds of butter. Does blood, the best blood, pay?

One of the far-away exhibitors is Roy E. Fisher of Lincoln, Neb. He has an exhibition a fine lot of Duroc and Hampshire swine and undoubtedly will capture several prizes.

The largest hog in the pens is being shown by S. S. Sullivan of Bellingham, Wash. The animal is of the Poland-China persuasion and tips the scales at 1,092 pounds.

Or. He has 16 head in the show. I followed Professor Shaw on some of his peregrinations through the Hill territory of Oregon and Washington and spoke to my audiences about another sort of dual-purpose cow, one that would thrive on a diet of hops and give beer in lieu of milk. If Mr. Ayer will take the hint and breed such a cow, he can greatly popularize the cry "back to the land."

The total receipts for admissions on Wednesday, day and night, were a little over \$3000; no doubt for Thursday the figures will mount well above that.

The street car service to and from the show is excellent. When one considers that there is only a single track from Lombard street to the grounds, it can be said that the service is astonishingly good, better than anyone expected it to be. Many through cars run from Salmon street down Broadway and direct to the show grounds without change.

PRINEVILLE WANTS FUND
Legion Post to Raise \$15,000 for Memorial Building.
PRINEVILLE, Or., Nov. 20.—(Special.)

DON'T eat merely cottage cheese—eat **Red Rock Cottage Cheese**

—then you are eating the best. Red Rock is rich in food value—delicious to the taste; it comes to you freshly made each morning.

Plans have been formulated by the local post of the American Legion for conducting a campaign for raising \$15,000, starting next week, to be used in the erection of a memorial for soldier heroes of the county. The memorial will be in the form of a building as a meeting place of the local post, and will cost approximately \$20,000. For the building fund, \$5000 has been set aside by the county.

The building will be erected on a plot of land lying between the city

park and the county courthouse, and donated to the cause by the city council.

Hand Sapolio—The Sapolio Toilet Soap
Ideal for Toilet and Bath

Kellogg's

WON ITS FAVOR THROUGH ITS FLAVOR

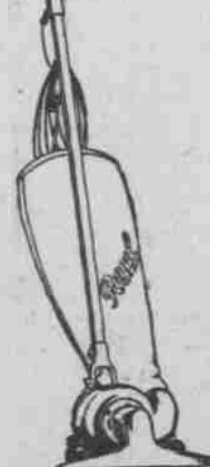
More Kellogg's is eaten today than ever before because millions of people know its superior quality and inimitable flavor.

Every grocer everywhere sells Kellogg's everyday to almost everybody.



The sweetheart of the corn

WHEN THE ROYAL COMES TO ELECTRIC CLEANER YOUR HOME



Good-bye to the drudgery of housework! You'll find your cleaning is done in half of the time and done more thoroughly. Your carpets begin to take on a new lease of life—they'll look newer and fresher and last longer.

The Royal Gets All of the Dirt

Not merely the surface dirt, but the dirt that's embedded in the rug—all of it—and all the threads, dirt and surface litter, too, disappear into the Royal bag. Runs easily at the touch of your finger and actually pays for itself in the increased life given to your rugs. Phone in; we will demonstrate right in your own home.

Sold on Easy Payments

STUBBS ELECTRIC CO Bwdy. 1696
SIXTH AT PINE