SPRING BUYERS FIND NEW STYLES SMART

Alluring Display Offered at Olds, Wortman & King's.

GOWNS DECLARED CHIC

Milady's Taste and Fancy Hold Center of Stage, but None Has Been Forgotten.

Bright and crisp, fresh and lovely, smart and alluring are the fashions that welcome the spring-time shopper at the Olds, Wortman & King store, which is a solid square city block of new and attractive features for the Easter season.

While milady holds the center of the stage, and her taste and fancy are catered to most carefully, there is to be found something of decided interest for the kiddies and for mere man, too!

The windows show some smart evening, afternoon and dinner gowns and all the necessary accessories. A journey round the block is well worth while. The general story they tell is that canton crepes and chiffon taffetas are correct; that sport silks may be plain or fancy, and that white is exceedingly good; that baronet satins in the bright sport colors are charming, and that plaids and stripes are in popular favor in golf coatings, and that tricotine and poiret twills are in demand for suits.

Novelties Are Plentiful.

Within the store one may go from department to department finding new materials and novelties at every turn. Roman stripes are best for girdles and they come by the yard or made up. Flowers for trimming hats and for gowns are gorgeous and are found in profusion. Fruit covered with kid instead of silk is a new attraction for hats. Lace in white ecru, bisque, tangerine, brown, blue and black is used for allover flouncings, for hat drapes and for gown trimmings. Fringe for the sash ends is a requisite and comes in widths up to 13 inches. Embroidered allovers come in batiste, organdies and silks and the eyelet work is the big favorite.

For the little boys and girls who would be up to date there are the sensible little Perky Prim blouse and bloomer effects in pink, tan, blue or other colored chambrays. Most adorable for the tots are the Mary Mix-Up dresses that have elastics and tapes which form a bloomer effect and are ideal garments as well as highly artistic. They come in satinette and other materials.

Wash Crepe Offered.

The dainty young miss of from 2 to 3 years and up may have a fluffy ruffled organdie frock or a Sunday-go-to-meeting crepe de chine (which will wash), or she may have a crisp taffeta "like mama's," or she may claim a plain little chambray or gingham, but no matter what the frock, it will be distinctive and smart.

For the young girl of 12 to 18 the taffetas are lovely and they are made so simply and trimmed with wool or embroidered in silk and yarn. The Milan hats are good with all the frocks shown. The Milans are soft and becoming and are trimmed with long black sash effects that hang well below the waist ofttimes.

The Betty Wales dresses for the teen-age girls are simple and suitable and just dressy enough. They come in taffetas, twills and other materials.

Orchid "Nighties" Correct.

In underwear the fashion show dictates that many colors are correct. Favor seems to point to orchid "nighties," or peach, maise, light blue, pale gray and black. They come in "moonglow," a closely woven and clinging silk, and in "radium," another new and serviceable silk. Both of these appear to be of lasting quality. The "trillium silk" is another new material found in lingerie.

Here are some of the fetching suits that show the trend of fashion as exhibited at the Olds, Wortman & King store. There is a navy blue tricotine suit with box coat, scallopped and embroidered in "lazy daisy" stitch; skirt ornamented to match. Another navy tricotine is a blouse suit with panels embroidered in black and silver. Strictly tailored is a gray gabardine with straight lines, one button and a narrow belt. Reindeer shade is new and smart in tricotine and is seen in a flare box coat embroidered in tinsel, tan and partridge shades of silk. A brown tricotine, belted model suit, has a tuxedo collar, bell sleeve and is embroidered.

Loose Model Stunning.

In coats for the grown-ups the loose style in navy blue with novelty stitching with collars and cuffs of tomato is seen in a stunning model. A gray poiret twill lined with gray has a navy Roshonara crepe collar and is a Worth reproduction that is simply beautiful. Tan cypress cloth is seen in a coat made with loose sleeves and stitching. This is a Bernard reproduction.

Gowns are tempting in navy taffeta, in tan Canton crepe especially. One of navy has gray stitching forming a block pattern; is long-waisted and has a tunic; another of tan has embroidered panels and is combined with brown crepe. A Schroeder gown of rust embroidered net over crepe de chine has a long sash. It is one of the most aristocratic of the gown group. Ecru lace with a Harding blue sash is effective in another gown.

Georgette Sweaters Attractive.

There are adaptations from Calot, Bernard, Redfern, Worth, Agnes and other designers.

In sport skirts in the new "georgette sweaters," which are really finely woven, cobweblike wool, and in the bordered angora scarfs there are many attractions. The Marinette is the aristocrat of knitted goods. In petticoats the taffeta takes prominence. In sport hats the lines are softer and the Meadowbrook of corded silk with angora facing vies for honors with the Scully, Goldlor and Cupid models. In a dress hat the African brown draped in lace is chic. The transparent crown is right this season, and the softened edge is becoming. A Mary Frances hand-made hat is of Chinese straw with raffia embroidered trimming.

Gray Straw Hat Offered.

Shiny Cellophane straw is new and is shown in a gray model trimmed with drooping green feathery ornament. Most of the trimming is hand work lace and flowers. A Rawak hat shows blue eyelet embroidery on black taffeta; a Daisy hat is in two tones of brown; a sailor of brilliant red has a plaid sash with navy facing. The large picture hat is coming back strong and the turban is still popular. It's a case of "pay your money and take your choice," and there's a style that is suited to every type and all lovely and within reach of the average buyer.

ANNOUNCEMENT

We take pleasure in announcing that Mr. W. E. Ash, one of the mechanical heads of the Ampico department, is here on his annual tour of inspection and inquiry. He will be here three days. Mr. Ash comes to us direct from the Ampico factory. He will be glad to call by appointment and look over your Ampico. Service free. Call Marshall 5000. Ask for Ampico department.

Lipman Wolfe & Co.
"Merchandise of Merit Only"
Sole Knabe Representatives

Society News

MRS. ALFRED SMITH entertained yesterday at an informal tea, at which she honored Miss Lella Guthrie, one of the most popular of the season's brides-elect. Several maids and matrons of smart society called to meet and honor Miss Guthrie. Mrs. Smith was assisted by Miss Louise Poulsen, Miss Gretchen Klosterman, Mrs. Arthur Brown and Miss V'Ona Guthrie.

Most of the social events of this week are informal. Society is busy preparing for Easter and for the social affairs that will fill the calendar after next Sunday.

Mrs. John Peters entertained at a tea yesterday for Mrs. Frank Lonergan and a few intimate friends. Mrs. Everett Babcock dispensed hospitality at another informal gathering. Today Mrs. Willis Ashley will entertain at bridge for Miss Guthrie. On Monday the Misses Guthrie will entertain at tea and in the evening Mrs. M. A. M. Ashley will entertain at dinner for Miss Guthrie and her fiance, Sidney H. Ellis Jr. Their marriage will be solemnized on March 30.

* * *

Mrs. A. L. George was hostess on Friday for about 40 friends, whom she entertained at a luncheon.

* * *

Mrs. Stetson Winslow of San Francisco has issued invitations for the marriage of her daughter, Miss Marie Louise Winslow, to Sidney V. W. Peters. The ceremony will be solemnized on April 9 in San Francisco. Mr. and Mrs. William A. Peters of Seattle, parents of the bridegroom, will go to California for the ceremony. Miss Gena Peters will go about April 1 to participate in some of the prenuptial social affairs.

* * *

Miss Stella Swirsky returned home last week after a delightful visit in San Francisco and southern California.

* * *

Miss Imogene Seton will spend the easter holidays with her parents. Miss Seton will accompany Mr. and Mrs. Waldemar Seton on a trip to Europe, leaving early this summer. They expect to be gone a year. Miss Seton will continue her studies while in Paris.

* * *

The woman's auxiliary of St. Stephen's pro-cathedral will give a silver tea Wednesday, March 30, in the parish house. The hours will be from 2 to 5 o'clock. Tea will be served. A programme will be a feautre.

* * *

Mrs. John H. Moir was hostess Monday at a luncheon in the Sign of the Rose tearoom. A line party at the Orpheum followed. Mrs. C. E Burns of New York, Mrs. W. Heubner of San Francisco, Mrs. C. K. Richards of Seattle and Mrs. William Cowley, recently of Seattle, were honor guests. Additional guests were Mrs. H. McCraney, Mrs F. J. Blechinger, Mrs. J. Murphy, Mrs. A. Thompson and Mrs. Burton Beck.

* * *

Mrs. Bruno Mauro will leave Saturday for a three weeks' visit in Seattle, Wash. She will be the house guest of Mrs. John J. Carroll and other Alaska friends while in the sound city.

* * *

Mr. and Mrs. Louis Goldsmith are being congratulated on the arrival of a baby daughter, Jean Ellen born March 18. Mrs. Goldsmith formerly was Alice Aronson of Seattle. Mr. Goldsmith is a member of a prominent local family and the new arrival is being greeted by a host of admiring relatives and friends.

* * *

Mr. and Mrs. B. B. Elgie of Toronto, Canada, are being entertained in Portland by their cousins, Mr. and Mrs. J. H. McCollom.

* * *

Mr. and Mrs. John A. Keating will entertain tonight informally for a few intimate friends.

* * *

ABERDEEN, Wash., March 22.—(Special.)—Miss Auli Green, daughter of Mr. and Mrs. Fred Green of Portland, is the guest of her aunt, Mrs. C. R. Green, here this week.

* * *

HOOD RIVER, Or., March 22.—(Special.)—The wedding of Miss Pearl Kaesser and Robley Hurst, a young business man of Buhl, Idaho, took place at the home of the bride's parents, Mr. and Mrs. E. E. Kaesser, Sunday afternoon. Rev. W. H. Boddy, pastor of Riverside Community church, officiating. Arthur Johnson was Mr. Hurst's best man, and Miss Harriet Hamann, close friend of the bride, was maid of honor. The home was beautifully decorated with spring flowers and Oregon greens. Immediately following the ceremony Mr. and Mrs. Hurst motored to Cascade Locks, where they took a westbound train. They will spend their honeymoon at Puget sound points before going to Buhl to make their home.

* * *

Mr. and Mrs. L. B. Senosky have returned from California.

* * *

"The Conspiracy of Spring" is the title of a playlet to be given by the St. Johns branch of the Y. W. C. A. at the association building on Broadway and Taylor tonight at 8 o'clock. The play is being put on by the Rainbow club and is a very interesting story, full of the charm of spring. The four leading parts will be taken by Evelyn Donaldson, Beatrice Chadwick, Elizabeth Blue and Mary Taylor.

* * *

Miss Rose Brounstein, daughter of Mr. and Mrs. I. Brounstein, will leave soon for a visit in San Francisco.

Women's Activities

THE Portland Shakespeare Study club will meet this afternoon with Mrs. C. Christensen and Mrs. C. A. Fowler as joint hostesses at the home of Mrs. Christensen in the May apartments. The club is making plans for a luncheon in the near future and Mrs. J. Coulsen Hare, general chairman of arrangements, will announce her assistants later.

* * *

Chapter M, P. E. O. Sisterhood, will meet today at 2 o'clock at the home of Mrs. C. C. Patrick, 835 Glenn avenue.

* * *

Mrs. Lee Davenport addressed Mr. Jacobson's citizenship class Monday night at the courthouse. The women's organizations doing Americanization work will co-operate with Mr. Jacobson and bring to the meetings brief interesting presentations of various governmental questions.

* * *

The Woman's Foreign Missionary society of Central Methodist Episcopal church will meet at the parsonage, 217 Morris street, today at 2 o'clock.

* * *

Sellwood Parent-Teacher association will hold its regular meeting today at 2:30 o'clock.

* * *

Oregon circle, Neighbors of Woodcraft, will entertain with a card party at 342 Russell street this afternoon at 2 o'clock. All are invited.

* * *

The Ladies auxiliary to the Brotherhood of Railroad Trainmen will give a silver tea at the home of Mrs. Harry Keeney, 618 Leo avenue, on Thursday afternoon from 2 to 5 o'clock. All members and their friends are cordially invited.

* * *

The last meeting of Rabbi Wise's class for the study of Jewish history will be held this morning at 11 o'clock in room A central library.

* * *

The Woman's association of the First Congregational church will meet at 10 A. M. today to sew for charity. A hot 25-cent luncheon will be served at 12:30 o'clock, and all those desiring luncheon must be there by 12 o'clock.

The Easter thank-offering meeting of the Missionary society will be held at 2 o'clock, and Dr. McElveen's subject for this meeting will be "Open Doors." The talk will be followed by a musical programme.

Mrs. Beatrice Williams Segersten, soprano soloist, will sing "Sheep and Lambs," by Sidney Homer, and "The Cross," by Harriett Ware. Miss Helen Harper, violinist, will play Schubert's "Ave Maria" and the "Nocturn," by Chopin. Miss Sadie Arey and Jean Harper will be accompanists.

RACE TO BEAT RAIN STORM LANDS AUTOISTS IN JAIL

Sentence of 18 Hours and Fine of $25 Imposed on Each—Another Driver Gets Four Months for Being Intoxicated.

A SPEEDY automobile may be able to beat the rain, but it is out of luck when the driver thinks he can beat the judge. It cost O. C. Farris and Sam Gronz both money and their liberty to fnd it out yesterday.

The two automobilists were en route to Rainier, and when they saw rain clouds hovering in the offing they decided to see if they could not beat the rain into their place of destination.

Out along the Linnton road they were making an average of 50 miles an hour. First one machine would be in the lead and then the other. Motorcycle Patrolman Anderson gave chase and after a hard run overtook the pair.

In police court yesterday they told Judge Rossman all about it.

"It appears those were trouble clouds instead of rain clouds," offered the court. "I will admit that you outdistanced the raindrops, but the automobile isn't made that can go fast enough to beat the law."

Both automobilists were fined $25 and ordered to remain in jail for 18 hours.

* * *

Howard Crytzer was at the steering wheel of his automobile out in St. Johns Sunday and traveling close behind a St. Johns street car. At an intersection the street car stopped, but Cryster never—at least, not until the front of his machine had crashed into the rear of the street car.

Police testified yesterday that Crytzer was badly intoxicated. A partially filled bottle of "white mule" moonshine was found in his machine and was produced as "evidence."

"Four months in jail and a fine of $50," ordered the court. Crytzer also was fined $25 for having liquor in his possession unlawfully.

* * *

A window blind "shadowgraph" which was portrayed through the shades of a window in an apartment house at Williams avenue and Russell street early yesterday morning so aroused the curiosity of Patrolman Sullivan that he decided to investigate.

In the apartment he found W. A. Vincent, Mrs. Tina Messinger and her daughter, Ruth Garreson, all partially disrobed. They had been out on a party together and had just returned to the apartment. In police court yesterday, they were found guilty of disorderly conduct. Vincent was fined $50 and sentenced to two days in jail. Mrs. Messinger was fined $50, while Miss Garreson received a suspended sentence. Judge Rossman told the girl she had been punished sufficiently by having a mother who was so careless of her morals.

* * *

An iron lamp post served as the pillow for Olaf Strum, Swede logger, who was drunk and dead to the world at Sixth and Couch streets, when police gathered him in early yesterday. Strum told Judge Rossman he was so drunk he had to lean on the lamp post for support. Judge Rossman fined him $5 for using city property for a bed.

* * *

"Sure, judge, I was drunk; how much is the fine?"

This was the frank answer made by Bernard Johnson, who was picked up at Second and Burnside streets after the seas had become so stormy he was unable to navigate.

"How much money have you?" asked Judge Rossman.

"Oh, about $10," was the answer.

"Well, leave that with the clerk on your way out," ordered the court.

* * *

Ira Fleming wanted an argument and he got a flock of them. At the place where he works, Fleming got into an argument with a fellow employe who "busted" him one on the jaw. Then he got into an argument with officials of the police traffic bureau an hour later and had to be thrown out of the office.

From the traffic bureau he went to the office of Fred Stadter, deputy city attorney, where he began to argue all over again.

His combative temperament led to his arrest and in police court yesterday Judge Rossman refused to argue with him.

"I know two or three men who will give you a chance to do all the talking you want," commented the court as he ordered Fleming sent to the county jail and held for the sanity commission. He was believed to be deranged.

EACH HOUR'S DELAY IS FATAL IN CHINA

Trail of Starvation Seen by Mrs. Carl Crow.

THOUSANDS ARE DYING

Ex-Portland Woman in Business in Shanghai Arrives for Visit on Way to San Francisco.

Every hour of delay in raising the funds that will provide relief for famine-stricken China, relief expressed in doles of rice to the starving millions, means death in the starkness of starvation, declared Mrs. Carl Crow, American business woman of Shanghai, and ex-resident of Portland.

"Thousands are dying while the Chinese relief fund is being raised," said Mrs. Crow, who arrived in Portland yesterday, and who will leave today for San Francisco, whence she will sail on the return voyage. "The minutes of delay are taking toll in lives. The work of relief is a gigantic undertaking, and it is through no fault of its sponsors that it is not affording immediate surcease to the sorrows of China.

Mrs. Carl Crow of Shanghai, China, ex-resident of Portland, who brought word of famine conditions.

Rice Import Big Problem.

"The big problem is to get the rice into the country, under the handicap of very poor transportation facilities, for the railroads are few and inadequate. But as rapidly as the money is received food is being purchased and forwarded to the distressed districts.

"Ordinarily there is a crop failure in one or more of the Chinese districts each season. Because there is no source of general information, such as our newspapers, conditions may arise that threaten the existence of all, and yet remain unknown for months. It was so with the present famine, when drouth created crop failures in practically all districts of China, and when a realization of this general condition came too late for precautionary measures.

Seed for Crops Needed.

"Chinese relief must not only feed the starving people, but must furnish seed for another crop, as well. When a few grains of rice would prolong life for hours or a single day, it followed that the seed grain was all consumed. Rice meant life."

Mr. and Mrs. Carl Crow were well-known residents of Portland some years ago, but have made their home in the orient for the past 11 years. Mr. Crow was a magazine contributor and newspaper man before their venture in China, and was one of the first Americans to sense the opportunities in the orient and to determine upon a permanent residence there.

Mr. Crow Achieves Success.

He has achieved success as head of a personally created agency for the marketing of American goods, through a unique application of American advertising methods to the Chinese language and temperament.

Mrs. Crow also has made a place for herself in the trade conquest of China, specializing in providing several large retail stores in this country with Chinese-made goods. Her present trip to America, which took her to New York and various other cities, was for the purpose—which she carried out—of arranging for the future distribution of these goods through six wholesale firms.

SECOND NIGHT FLIER SEEN

Hoquiam Reports Two Significant Sights Within Week.

HOQUIAM, Wash., March 22.—(Special.)—For the second time within a week it is reported that the light of an airship was seen proceeding from Aberdeen toward the northwest. The report last night was made by Mr. and Mrs. J. V. Underwood of this city and Mr. and Mrs. L. P. Jacobs of Bellingham, who sighted what they are firm in the belief was an airship, while driving in an auto from Aberdeen. They said the light was in sight for several minutes.

John B. Snyder, a night watchman, reported Friday that he saw a ship in the air Friday morning at 5 o'clock. It carried a red light and was bound northwest from Aberdeen.

ALUMNI BODY ORGANIZED

University of Washington Association Starts Anew.

Graduates and ex-University of Washington students gathered in the Central library last night and reorganized the University of Washington Alumni association. A constitution was adopted and plans were made for future activities.

Ray C. Hunt made the organization acquainted with some of the conditions confronting the university which he observed in a recent visit to the campus.

Officers elected were. Louis Seagraves, president; Ray C. Hunt, vice-president; Miss Catherine Burnside, secretary-treasurer, and Aivah T. Weston, corresponding secretary.

TANKS SHIPPED TO GUARD

Co. L to Get Equipment From New Jersey Arsenal.

CENTRALIA, Wash., March 22.—(Special.)—Six tanks were shipped from New Jersey on March 10 to Company L, national guard tank corps, according to word received yesterday by Captain David Livingstone, commanding the company. Three of the tanks were mounted with 37-millimeter cannon and three with Browning machine guns.

Company L last night underwent its first federal inspection. The inspecting officer was Major Edward P. Rose, 58th infantry, Camp Lewis. He was accompanied by Major Christie of the quartermaster's department of the national guard.

3 PLANES TO BE TESTED

Camp Lewis to See Innovation in Aircraft for Army Use.

CAMP LEWIS, Wash., March 22.—Preparations are being made here to try out three airplanes of a new type. A landing field is being cleared and a hangar will be erected. The planes are due within two weeks. Each plane will carry a ton of armor, and if the tests prove satisfactory the government will purchase ten of them. Lieutenant H. H. Harris is coming from McCook field, Dayton, Ohio, to conduct the tests.

The planes, which are considered a distinct innovation in aircraft for army use, will carry machine guns and light rifles.

Siuslaw Forest Trail Completed.

EUGENE, Or., March 22.—(Special.)—A trail has just been completed by forest service men from the Indian creek valley to the Ten-Mile creek country, in the western part of Lane county, in the Siuslaw national forest. R. S. Shelley, supervisor, says the maximum grade of the trail is 7 per cent and the trip from Indian creek to Ten-Mile creek can now be made in an hour and a half, as compared with three hours required to make it before the trail was completed.

Gypsies in The Dalles.

THE DALLES, Or., March 22.—(Special.)—Thirty gypsies reached The Dalles today and 70 more were on the road. The gypsies are en route to Portland from California, according to John Trephon, chief of the tribe. All are traveling in light automobile trucks.

Hotel Owner Sued.

Because of the loss of bonds alleged to be worth $866 through alleged carelessness or dishonesty of servants of the Campbell hotel, August 30, 1920, Ruth Burke brought suit in the circuit court yesterday to recover that amount from Mrs. E. J. Campbell, hotel owner.

Physical Training French Law.

PARIS, March 22.—The chamber of deputies unanimously adopted a bill today making physical training compulsory for young people of both sexes in France.

POESCHL TESTIFIES IN HIS OWN DEFENSE

Charles Schnabel's Slayer Tells Story of Life.

ALIENISTS TO BE CALLED

Drs. Josephi and House Will Take Stand Today to Establish Defendant's Insanity.

Joseph C. Poeschl's attitude toward life and his mental condition as affected by continued brooding over troubled and fancied grievances following the railroad accident by which he lost a leg, in 1910, were featured in his defense yesterday on the second day of his trial before Judge McCourt on a charge of first-degree murder for the killing of Charles J. Schnabel.

The fight to save Poeschl from the noose by establishing insanity was begun by John Collier, defense attorney appointed by the court, with the cross-examination of prosecution witnesses, and was consummated when Poeschl himself, put on the stand to tell his entire story, beginning with the Southern Pacific accident in 1910 by which he lost his leg. The testimony of Poeschl on events far prior to the actual shooting was allowed over the strenuous objection of District Attorney Evans, who is prosecuting the case in person.

For three hours Poeschl sat in the witness chair and in halting, broken speech detailed each happening from the day of the railroad accident on. When court adjourned late in the afternoon he had covered only the first year following the accident. This morning he will again take the stand to cover the remaining nine years of sickness and suffering and litigation which failed to obtain a settlement. In addition, Attorney Collier will introduce as evidence Poeschl's photoplay of his life and struggles and other writing which the man has done on the subject.

Ten witnesses were called by the state before District Attorney Evans rested his case. Poeschl took the stand as the first defense witness. When he completes his testimony today two alienists, Dr. S. E. Josephi and Dr. William House, will be called by Attorney Collier to testify regarding Poeschl's sanity. The defense also will call some half dozen acquaintances of Poeschl's who have known him for the past few years. It is probable that the case will go to the jury late this afternoon.

CHICKEN COMPLAINTS UP

Limit of 25 in Flock to Go Before Council for Decision.

Should residents of Portland keep more than 25 chickens within the city limits?

This question will be put up to the city council for consideration this morning by City Commissioner Barbur, who, at the request of R. O. Downey of Taborside, proposes to request the city council to instruct the city attorney to draft an ordinance to restrict the number of chickens to be maintained at any one place in Portland to 25.

"Complaints by the score are reaching my office because of the maintenance of large numbers of chickens in a residential district," said Commissioner Barbur.

Spokane Realty Man Here.

Methods of the Portland Realty board in putting on its campaign for a building programme here are being studied by Paul Schedler of Spokane, who is in the city. Mr. Schedler, who is a member of the executive committee of the Spokane Realty board, announced that a similar campaign is being started there. He said he himself planned to build a number of houses in Spokane this season.

Borings for natural gas are to be undertaken by the Hungarian government on an extensive scale in the Kecskeret district.

Fashionette
Invisible HAIR NETS
At department stores, specialty shops and good drug stores
15¢ Colonial Quality Samstag's New York 15¢

Carrying your day into the night will soon wear you out.

Many a good night's sleep is broken up by coffee-drinking.

If you find coffee keeps you awake nights, change to

INSTANT POSTUM

a refreshing drink of rich coffee-like flavor, but free from coffee's harmful effects.

"There's a Reason" for Postum

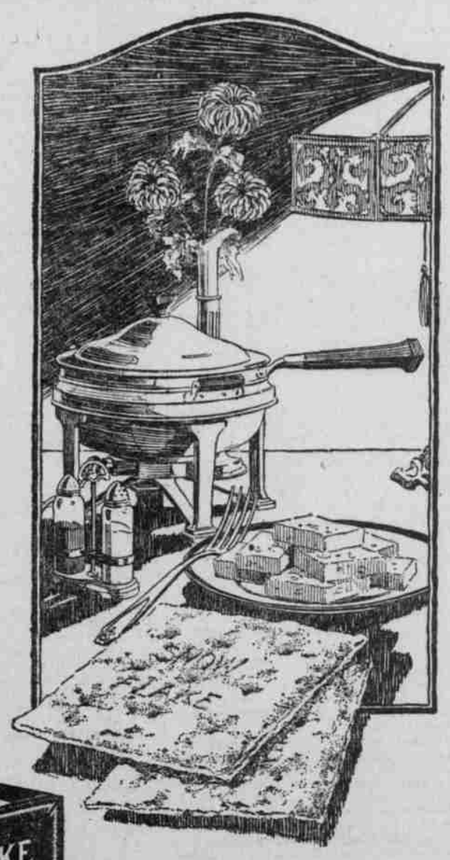
Made by Postum Cereal Company, Inc. Battle Creek, Michigan.

With All Cheese Dishes

—for lunches, suppers, special occasions. For rarebit instead of toast, because they're richer and daintier—and for toasted cheese they're incomparable.

Snow Flakes are truly a unique soda wafer. Made from finest ingredients in modern, sunny bakeries. Their wholesomeness and invariable *freshness* will delight you.

At your grocers. In *red packages* and *family tins.*



A P.C.B. PRODUCT

Don't ask for crackers —say SNOW FLAKES

SNOW FLAKES

P. C. B. CHOCOLATE ECLAIRES

Another P. C. B. product

A wonderful dainty confection.
An ideal dessert.
At your grocers.

Pacific Coast Biscuit Co.