

A recipe for delicious fried potatoes.
The use of Cottolene for frying potatoes always brings the most gratifying results.
It adds a delicious flavor and gives the brown crispness that makes fried potatoes appetizing as well as wholesome. Cottolene is especially good for frying vegetables of all kinds.
It is a real aid to digestion a
Use Cottolene when you fry chicken, fish or vegetables in crumbs or batter, you will be delighted with the excellent results, Order a regular supply of Cottolene from your grocer. It is
Write our General Offices, Chicago,
for a copy of our real cook book, for a copy of our
"HOME HELPS."


## BeautyChat ey Lilianruissell



The patrons of our first class hotels and restaurants are exact. Ing- they demand the best. Women go where the pastry and cakes
are noted for their excellence. Men are attracted by hot bread and
biscuits- when fresh are noted for their excellence. Men are attracted by hot bread and
biscuits-when fresh and moist and light.

The pastry cook with a reputation uses K C Baking Powder
as gouse knows that results are certain; every time everything
as good his best. Then, too, with K C Baking Powder he can mix the various
kinds of batter before the rush of the meal begins and bake as kinds of batter before the rush of the meal besins and bake as
needed so that every order goes to the table fresh and hot, yet the last he bakes are just as good as the first.
The reasons behind these reasons is that KC is
really a blend of two baking powders. One commence reallya blend of two baking powders. One commences
to give off leavening gas as soon as moistened. The other requires both moisture and heat to make it
active. Dough or batter will remain in a partially leavened condition for hours, and when put in the oven,
will come up as light as if mixed a moment before. For cookies, pancakes, doughnuts and the like,
which cannot all be baked at once, K C is indispensabe. For all baking thedoubleraise makes doubly certain Follow the example of the profeseional
cook and unur baking will be equal to hik

You Eat Enough Bread in a Year to Make a Loaf 175 Feet Long!

White River Flour


## A Challenge!

## Lang \& Co. Will Not Be Undersold

At 40c ROYAL CLUB is the "best buy" on the coffee market today -there is no finer coffee at any price.
This, is no careless statement-we make it only after due consideration and after thoroughly testing competitive brands-including
those of highest price. Yes! And there are thousands of satisfied those of highest price. Yes! And there are"
ROYAL CLUB users ready to "back us up."
ROYAL CLUB is made from the finest coffees that money can buy. It is blended, neutralized and roasted by the latest scientific processes and under the personal dir
the head of his profession.
ROYAL CLUB is well worth 40c, but for to sell it for less-for Lang \& Co. Will Not Be Undersold.
Do not be misled by coffee roasters who charge you "too much" fifty-one weeks in the year and then expect the public to clamor
for their product when they reduce the price for one week to what it should be all the time.
There is no set "year in and year out" selling price on ROYAL other staples. We have always made confidants of the pubiic and have given you the benefit in reduced retail cost when the market was "down"-while other roasters pocketed this increased profit and said nothing.
ROYAL CLUB now sells for 40c, and it's worth it-there is no "outside" roaster-not even for a single week.

## For Two Weeks, March 4th to 18th

You May Buy Royal Club at These Special Challenge Prices
1 Pound Tin, Special 35c $\$ 1.00$ for 3 Pounds $\$ 1.50$ for 5 Pounds

ROYAL CLUB is roasted fresh daily in Portland, it is delivered to your grocer just as he needs it-no chance for it to grow stal take chances?

## LANG \& CO. <br> The "Royal Club" House PORTLAND, OREGON

