

SOCIAL CALENDAR

THURSDAY, NOVEMBER 3 Junior members of Irvington club, hard times party at the clubhouse. Tuesday club of the Laurelhurst club at the clubhouse in the evening.

Stage.. Screen.. Society.. Clubs

CLUB CALENDAR

THURSDAY, NOVEMBER 3 Portland Women's club at 12 o'clock at the Y. W. C. A. Speaker, Judge W. N. Gates. Current literature department, Portland Woman's club, with Mrs. A. E. Manley, 865 Williams avenue, at 1 p. m.

Society Events Include Teas For Favored

By Helen Hutchison SEVERAL teas are planned for the near future to honor bridegrooms and brides in the city. Among them will be a tea Thursday, for which Mrs. Daniel Dalton Madden (Rhoda Rumelin) will entertain for the groom, and a tea for her sister, Mrs. Otis B. Wight, the guest of her sister, Mrs. O. B. Wight, Mrs. Laura Taylor, who is the guest of Mrs. Donald P. Hemmings, will be honored at a tea to be given by Mrs. Frank Branch Rich. A tea Saturday afternoon, for which Mrs. Lloyd Painter will be hostess, is in honor of Miss Anita Friedlander, whose marriage to Mr. Ernest Arv will be an event of the near future. Another function of the same kind, for which Miss Grace Gingham has issued cards for the afternoon of November 15, is in honor of Miss Geraldine Huffman of Dayton, Ohio, who is the guest of Mrs. Thomas Autzen, in Irvington, and a tea the same day, for which Miss Anita May will entertain at her home in the Wickemah apartments, is for Miss Friedlander.

WINIFRED BYRD, world famous pianist, former Salem girl, who appears in concert here November 9.



Miss Winifred Byrd, the internationally gifted pianist, who will tour the Northwest in concert during the month of November and part of December and appear in Portland November 9, says that "stage fright is a malady common to all artists, both of the prize ring as well as the concert platform."

School of Deaf Association Is Formed

By Vella Wisner A MEETING of parents and teachers of the Portland school for the deaf was held at the home of Mrs. F. C. Metcalf, 331 East Couch street, Wednesday evening and an auxiliary to the Oregon Parent-Teacher association was organized. The name taken was the Parent-Teacher Association of the Portland Day School for the Deaf. A. L. Odell was elected president, Mrs. W. Scott Parks vice president and Mrs. F. W. Cupper secretary-treasurer. Another meeting will be held this evening at the same place. All interested are cordially invited to attend.

Rivoli Feature Offers Much Interest

By W. S. W. THREE different kinds of love—the love that protects, that adores and desires and the evolution of one from another is shown in "After the Show," a William de Mille production, now at the Rivoli theatre, depicting the life of a chorus girl off stage. Lila Lee takes the role of Ellean, a young girl seeking fame via the boards, who, after a long search, finds a position, faints from hunger at the feet of Pop, an old actor employed as doorman at a Broadway girl show. Pop, a lonely old man hankering for some one to care for, takes the girl as a ward and secures her a place in the chorus. The new and sprightly face in the line attracts the attention of Larry Taylor, Broadway rouser and one of the backers of the show. Ellean falls in love with Larry, who has no such plans at all, much to Pop's alarm. Acting against his wishes, Ellean goes to a house party given by a group of girls by the promoter and to save her from disgrace Pop goes as the uninvited guest and shows the worth of his wish to protect by slashing his wrist with a broken bottle in an endeavor to keep the girl at his side and away from him. The Spartan sacrifice has the desired result and also awakens in Larry a degree of nobility long forgotten. He gives his blood in operation to make the old man's life and later asks for Ellean's hand in marriage. "Paying Patients" rounds out the program by giving a touch of comedy.

WHAT HERE?

BAKER—Morrison Stock Exchange at 2:30; Matinee Wednesday, Saturday, Sunday, at 2:30; evenings 4:15, 7:30. LERIC—Broadway at Morrison. Lorie Musical Comedy company. "The Girl and the Frog" Saturday daily at 2 p. m., evenings 7 and 9. VAUDEVILLE PANPAGES—Broadway at Alder. High-class vaudeville and photo-play feature. Afternoon and evening. Program changes Monday and Tuesday. LOEW'S HIPPODROME—Broadway at Yamhill. Direction Ackerman & Harris. Vaudeville and pictures. Afternoon and evening. PHOTOPLAYS COLUMBIA—Sixth at Stark. Pola Negri in "The Arabian Nights." 11 a. m. to 11 p. m. LERIC—Broadway at Stark. Marshall Johnson's "Bits of Life." 11 a. m. to 11 p. m. RIVOLI—Washington at Park. Lila Lee and Jack Holt in "After the Show." 11 a. m. to 11 p. m. THE AUDITORIUM—Third and Clay. "East Lynne." 2, 4, 8 and 8:30 p. m. THE GIRL FROM GOD'S COUNTRY. 11 a. m. to 11 p. m. PEOPLES—West Park at Alder. D. W. Griffith's "War Dogs East." 11 a. m. to 11 p. m. STRAIGHT—Washington at Park. Mack Sennett's "The Summer Girls." 11 a. m. to 11 p. m. CIRCLE—Fourth near Washington. "Moonlight and Honeycuckles." 9 a. m. to 4 o'clock the following morning.

"Bits of Life" A Relief to Film Fans

MARSHAL NEILAN'S latest effort in medium picture portrayal is his "Bits of Life," which is showing at the Liberty this week. Neilan has hit upon a new idea and "Bits of Life" is entirely different from any picture so far produced. A series of short stories are woven into a complete picture. The stories are adapted from magazine short stories except one, which was written by Neilan himself. Every player in the picture gives forth his or her best effort and the creditable work of Lon Chaney and Wesley Barry is very noticeable. The first story, "Can the Leopard Change His Spots?" features Wesley Barry and is a most surprising picture. Lon Chaney is featured in Hugh Wiley's Saturday Evening Post story, "Elop," a Chinese yarn that is different from the average and which not only proves Lon Chaney a fine player, but Wiley a great story teller.

FASHIONS REALM

New York—A clever orchestra leader does not need a bass drum to get a musical effect and neither does a clever blouse designer. Some of the most charming contrasts of color in the newer blouses are worked out with the utmost simplicity. In some the setting and the thread with which it is done furnishes this contrast. For example, a white pussy willow silk blouse has tiny pleats on the shawl collar and front attached into a double tuck with black thread. On black tailored blouses, white buttons are employed and these are sewn on with black thread.

AMUSEMENTS

CITY and Out-of-Town Mail Orders Received Now

HEILIG—NEXT WEEK THURS., FRI., NOV. 10-11-12 SAT. EVE'S 8:30 SPECIAL PRICE MAT. SAT. F. Ray Constock and Morris Gest Present THE PARIS AND NEW YORK SENSATION

APHRODITE

How to Secure Tickets Now Address letters, checks, postoffice money orders to Heilig Theatre, Add 10 Per Cent War Tax. Include self-addressed stamped envelope. PRICES EYE—Floor, \$5; Balcony, first 3 rows \$1.50, next 4 rows \$1, last 13 rows \$1.50; Gallery, reserved and admission, \$1 SATURDAY MAT—Floor, \$2.50; Balcony, first 3 rows \$2, last 17 rows \$1.50; Gallery, reserved and admission, \$1.

HEILIG—NEXT WEEK Wed. Evening, Nov. 9

RECITAL AMERICA'S WONDER PIANIST WINIFRED BYRD

CITY AND OUT-OF-TOWN MAIL ORDERS RECEIVED NOW

PRICES: Lower Floor, \$2, last three rows \$1.50; Balcony, 5 rows \$1.50, 17 rows \$1; Gallery, seven rows reserved 7c. ADD 10 PER CENT WAR TAX Address letters, checks, postoffice money orders to Heilig Theatre, include self-addressed stamped envelope.

DANCE

to the tune of "Vic Meyers' Syncopaters" BEAUTIFUL BROADWAY HALL EVERY NIGHT EXCEPT SUNDAY Pretty Girls Clever Dancing

DANCING TAUGHT

AT DE SENEY'S PRIVATE SCHOOLS Beginner's class starts at 8 o'clock in hall, 14th at 7 o'clock, at 7 o'clock sharp. All dances taught as danced in the ballroom in eight lessons: Ladies \$1.00, gentlemen \$1.00. Private lessons all hours. Beginner classes start at 8 o'clock hall, 133 at Washington, Monday evening. Advanced classes, Tuesday and Thursday evenings, 8 to 11:30. Plans of new ballroom, 133 at Washington, in progress. You can never learn dancing without these. Join the leading school, Phone Broadway 2022.

YOU WILL LIKE THIS PLAY

BAKER STOCK COMPANY NOW PLAYING GEORGE F. WOODS' SENSATIONAL COMEDY SUDDEN As Played for One Year at the Sydney Theatre, N. Y.

Opbaum

CORINNE TILTON & CO. Anderson & Graves; Jack (Rube) Clifford; Anderson & Vrel; Michen Bros.; Rollis Girls; BOB HALL

LOEW'S HIPPODROME

TODAY 3 SHOWS DAILY TONIGHT "THE KISS ME REVUE" FEATURE PHOTOPLAYS TODAY 3 SHOWS DAILY TONIGHT

HEILIG THEATRE

BROADWAY AT TAYLOR PHONE MAIN 1

3 NIGHTS Beginning TOMORROW

WORLD'S GREATEST EXTRAVAGANZA OF MARCUS SHOW 1921 WITH CHARLIE ABOT AND BIG SUPPORTING CAST—STUNNING CHORUS

SEATS NOW SELLING MATINEE—BEST SEATS—NIGHT

The home of Mr. and Mrs. W. R. Richardson, 2002 East Glisan street, was the scene of a wedding Saturday evening when Miss Bernice Abraham became the bride of Mr. Cecil V. Fessler, the Rev. Dr. J. A. Townsend officiating. Miss Abraham is a former Roseburg girl but recently became a guest at the home of Mrs. J. Ross Richardson. She is a daughter of Mr. and Mrs. I. Abraham of Roseburg. Mr. Abraham being a well known business man there. She was a student of the college of law, Willamette university, and of the Northwest College of Law of Portland and is accomplished in Italian lines. The bridegroom is an overseas veteran and is the son of Mr. and Mrs. Wilbur Fessler of Phillipsburg, Mont. The wedding came as the surprising climax of a triple birthday party, in honor of W. R. Richardson, Master Wesley Richardson and Mrs. Blanche Fessler. Guests were the bride's father, Mr. I. Abraham, her mother, Mrs. I. Abraham, Mrs. Anna Fessler, Mrs. Blanche Fessler, Mr. and Mrs. Al Dornier, Mr. and Mrs. J. Ross Richardson and Mr. and Mrs. W. R. Richardson. Mr. and Mrs. Fessler have purchased a home in Portland.

Mrs. Hugh Miller and her sister, Mrs. W. S. Collins, entertained at a tea Monday at the home of the former in Beaverton in honor of Mrs. Francis L. Gunn and Mrs. Caroline M. Collins of Oakland, Cal. At the tea hour Mrs. J. B. Dinwiddie and Mrs. L. G. Nichols presided at the tea table, which was centered with autumn flowers. Guests for the afternoon were Mrs. L. W. Day, Mrs. T. W. Venus, Mrs. F. S. Cook, Mrs. Harold E. Hunt, Mrs. W. L. Clark, Mrs. W. J. Twogood, Mrs. F. A. Alexander, Mrs. Alexander, Mrs. Rouse Hurst, Mrs. Bronson, Mrs. A. Nielsen, Mrs. H. W. Stone, Mrs. A. E. Larimar, Mrs. W. H. Staiger and Mrs. E. C. Johnson.

Mr. and Mrs. W. A. Bartlett are receiving congratulations on the arrival of a son, born to them October 11. The baby has been named Teddy Lee. Mr. and Mrs. Bartlett make their home at 4614 East Sixteenth street. Mr. Bartlett is city sales manager for the Hyatt Talking Machine Co. Mrs. A. Longacker, mother of Mrs. Bartlett, has been here from Arlington for some weeks, during which she has been ill, but is convalescing rapidly.

At the guest party to be given by women of the Elks lodge, Thursday afternoon, will act as hostesses. They are Mrs. W. Adams, Mrs. E. F. Bailey, Mrs. W. Allard, Mrs. E. M. Kraut, Mrs. Harry Green, Mrs. Joseph Wood, assisted by Mrs. W. F. McKenny.

Miss Frances O'Brien, who has been a visitor in Seattle for two weeks at the home of Mr. and Mrs. U. G. Bates, has returned to her home in Portland. Miss O'Brien has been the guest of honor at several affairs during her stay in Seattle.

Lewiston, Idaho—Mr. and Mrs. H. D. Powell celebrated their golden wedding anniversary Friday at the home of their son and daughter-in-law, Dr. and Mrs. A. Z. Powell.

Among recent visitors at the Seaside hotel were Mr. and Mrs. Paul S. Dick and Mrs. Mrs. Folger Johnson, J. A.

Mrs. Samuel C. May and her sons, Randolph and Kenneth, are spending some time in Portland and are domiciled at the Kingsbury apartments.

Alumni of Alpha Gamma Delta will meet at 8 o'clock Thursday evening at the home of Marguerite Amato, 5309 Thirty-ninth avenue southeast. Mount Scott car to Fifty-fourth street.

FRATERNAL Oregon assembly, United Artisans, is ready for the rush Thursday night when it will give the annual masquerade dancing party at W. O. W. temple, 128 Eleventh street. There will be prizes and costume prizes. Mrs. Clara B. Keller is in charge of the floor with a large reception committee.

St. Johns lodge of the Loyal Order of Moose is receiving a number of applications to be counted November 15 as part of the big drive throughout the United States of \$30,000 to be presented to "Our Jim Davis," head of the order and secretary of labor in President Harding's cabinet.

Prineville, Ore., Oct. 29.—Ochooco lodge No. 46, I. O. O. F., gave a big Halloween ball Saturday evening in the American Legion hall here. Ochooco, O. O. F. lodges and the Crook County Irrigators, the commercial organization of this section, were guests.

Friendly visitors among the foreign born people of the Arleta district, in an effort to raise money for the Young Women's Christian Association at 3:30 o'clock Monday, Tuesday and Wednesday evenings, are a great need just now according to Mrs. May. Saltschick, in the night school. There is a large population of Armenians and Russians in the Arleta district and she thinks that the present enrollment of 25 could be increased to 40 if the committee were informed concerning the classes. Anyone who is willing to volunteer for this service, preferably those with some knowledge of the Armenian language, should contact Mrs. May, chairman of the Americanization committee, East 3264.

Twenty-five members of the executive board, and chairmen of standing committees, of the Portland Federation of Women's Organizations, held an informal conference Monday afternoon in the blue room of the Hotel Portland, upon the invitation of the president, Mrs. Alexander Thompson. The committee chairmen outlined plans for the year, several having already begun their work. Matters pertaining to the work of the federation were discussed. The committee recommended to the federation the giving of an Oregon products dinner in the near future. The Ellison-White Lyceum course was following the conference coffee and cake were served.

Mrs. Fletcher, Lin. of 574 Laurel street, will be at home Friday afternoon to college women who live in the section south of Washington or on Council Bluffs. The evening was spent in games and dancing. Among the guests were the Misses Evelyn Anderson, Carry Sorenson, Elvira Bowman, Bernice Terrell, Rose Jones, Margaret Riley, Helen Tobbin, Ruth Carr, Adeline Carr, Elizabeth McCormick, Ruth McFarlan, Nellie Cunningham, Josephine Tobbin, the Messrs. George Carr, Gordon Cunningham, Milton Pflaum, Walter Glasco, George McFarlan, Jesse Glasco, Lloyd Terrell, Marion Riley, Henry Chays, Henry Sorenson, Amel Bert.

Portland friends will be interested to know of the arrival of a son to Lieutenant Commander F. K. Elder and Mrs. Elder, formerly of Portland, now making their home at Coronado, where Lieutenant Commander Elder is stationed. The baby has been named Frederick Kingsley Jr.

Mr. and Mrs. Harry E. Hobbs were hosts for two informal parties at their home in Irvington last week when they entertained with dancing, vaudeville stunts and other diversions. Halloween decorations were used throughout their home for the occasions.

Mrs. C. F. Armond, 1023 Schuyler street, will entertain chapter E of the P. E. O. sisterhood, Thursday, at a 1 o'clock luncheon. Mrs. Armond will be assisted by Mrs. R. F. Feemster. It will be inspection day. Mrs. Duffield will have a study of the constitution. Take Ross City car.

The tea to be given by Mrs. Henry Waldo Coe, at her home in Laurelhurst, for the members of the American Association of University Women and all other college women in the city, will have a study of the constitution, Thursday, November 10, instead of November 9, as previously announced.

The Capitol Hill Parent-Teacher association will meet at 3 o'clock Thursday. There will be a program by the pupils followed by the annual election of officers. Tea will be served.

Chapter C of the P. E. O. sisterhood will meet Friday with Mrs. Dorothy

Women of Mooseheart Legion will give a ball Friday night at the Moose temple at which cash prizes will be distributed.

Eureka council, Security Benefit association, had a large attendance Monday night at its masked ball in Multnomah W. O. W. hall on the east side.

Sunnyvale lodge, A. F. and A. M., conferred the degrees of master Mason Tuesday night at Sunnyvale Masonic temple, with many present.

Monday evening the concert of the band of Portland Lodge, Loyal Order of Moose, was largely attended.

Ivanhoe lodge, Knights of Pythias, Tuesday night received a large class in the high rank degree work.

La Grande.—The annual meeting of the Red Cross organization in Union county Monday resulted in the election of the following executive committee: C. E. Short, Rev. J. W. Gunn, T. J. Scroggin, J. P. Ford, H. Crawford, Fred Kiddie, Mrs. Donald Pague, Mrs. E. P. Bossman, A. C. Hampton, Rev. Father Loewer, Rev. A. R. Sifton, Mrs. Roseberry, Mrs. E. E. Moran, Mrs. J. B. Smith, Mrs. David W. Beck and Mrs. A. W. Nelson.

There will be a regular meeting of the membership of the Young Women's Christian Association at 3:30 o'clock Monday, in the social hall in the association building. The object will be to adopt the revised constitution and consider amending articles of incorporation so as to place the control of all property in the hands of the board of directors of the Young Women's Christian Association.

Mrs. E. S. Collins will entertain the Woman's Foreign Missionary society of the First M. E. church Wednesday 8 p. m. at her home, 877 Westover road. Mrs. Neale Zimmerman and Mrs. W. J. Gill will present the program. Mrs. S. Hamilton will sing. Assisting hostesses are: Mrs. T. S. McDaniels, Mrs. M. A. Zollinger and Mrs. C. W. Henderson. Take Twenty-third street car to Johnson, go three blocks east.

Sandy, Nov. 2.—The Woman's club gave entertainment and box social to start a fund to purchase a piano for the Kelo school. The Sandy quartet sang, accompanied by Miss Lippond. Miss Margaret Miller read and sang. George Gunderson played the violin.

The State Woman's Press club will meet Wednesday evening at 7:30 in room F, Central library. Miss Anne Shannon Monroe will speak on "Successful Authorship."

Kalama, Wash.—The regular meeting of the W. C. T. U. was held with Mrs. L. F. Jones on Friday and committee appointed to undertake better enforcement of the prohibition law.

The regular monthly meeting of the Fruit and Flower Mission will be held at 10 a. m. Thursday, at the Day nursery. All members are urged to be present.

The Mount Scott Mental Culture club will meet at Arleta library 6 o'clock Thursday. Subject, "By the Sun-Set Sea."

The Woman's association of the First Presbyterian church will hold an all-day meeting Friday in room A, third floor of the parish house.

Diedenkorn, 1470 Crystal Springs boulevard, Mrs. Dudenkorn and Mrs. Bertha Gray will be joint hostesses. Luncheon will be served at 12:30 o'clock.

The Portland Progress club will meet at 2:30 o'clock Thursday afternoon at the home of Mrs. Charles E. Brainin, 854 East Main street, taking Hawthorne car to East Fourteenth street.

There will be a regular meeting of the membership of the Young Women's Christian Association at 3:30 o'clock Monday, in the social hall in the association building. The object will be to adopt the revised constitution and consider amending articles of incorporation so as to place the control of all property in the hands of the board of directors of the Young Women's Christian Association.

Mrs. E. S. Collins will entertain the Woman's Foreign Missionary society of the First M. E. church Wednesday 8 p. m. at her home, 877 Westover road. Mrs. Neale Zimmerman and Mrs. W. J. Gill will present the program. Mrs. S. Hamilton will sing. Assisting hostesses are: Mrs. T. S. McDaniels, Mrs. M. A. Zollinger and Mrs. C. W. Henderson. Take Twenty-third street car to Johnson, go three blocks east.

Sandy, Nov. 2.—The Woman's club gave entertainment and box social to start a fund to purchase a piano for the Kelo school. The Sandy quartet sang, accompanied by Miss Lippond. Miss Margaret Miller read and sang. George Gunderson played the violin.

The State Woman's Press club will meet Wednesday evening at 7:30 in room F, Central library. Miss Anne Shannon Monroe will speak on "Successful Authorship."

Kalama, Wash.—The regular meeting of the W. C. T. U. was held with Mrs. L. F. Jones on Friday and committee appointed to undertake better enforcement of the prohibition law.

The regular monthly meeting of the Fruit and Flower Mission will be held at 10 a. m. Thursday, at the Day nursery. All members are urged to be present.

The Mount Scott Mental Culture club will meet at Arleta library 6 o'clock Thursday. Subject, "By the Sun-Set Sea."

The Woman's association of the First Presbyterian church will hold an all-day meeting Friday in room A, third floor of the parish house.

Diedenkorn, 1470 Crystal Springs boulevard, Mrs. Dudenkorn and Mrs. Bertha Gray will be joint hostesses. Luncheon will be served at 12:30 o'clock.

ELLISON-WHITE Announces

Nine Notable Numbers Portland Lyceum Course 1921-22

- November 10—Gregory Mason. Subject: "America's World"
December 9—Tom Skeyhill. Subject: "The Babylonian Finger"
December 12—Will Irwin. Subject: "The Next War"
January 14—The Oregon Agricultural College Glee Club
February 1—Peter Clark Macfarlane. Subject: "Us Americans"
February 23—Lieurance's Symphonic Orchestra
March 1—Dr. S. Parkes Cadman. Subject: "The Paritan in Two Continents"
March 11—Carl Akeley. Subject: "Hunting Big Game in Africa"
April 22—Orpheum Four

LET'S GO EARLY FOR GOOD SEATS

Meier & Frank's: Main Floor NOVEMBER 3 TO 10 Season Ticket Prices—\$1.00, \$2.00 and \$3.00 All Seats Reserved

Mrs. Mary Blake SUGGESTS

TO have buns or biscuits with that much desired smooth golden-brown crust, brush them over with a pastry brush dipped in Carnation Milk before putting them in the oven.

You will also find that if you brush the cover of your pies with Carnation Milk they will brown more evenly and be more flaky.

My course in Home Cooking lessons contains many hints which you will find useful. I will send you this course and a book of 100 tested recipes free if you will write me care of the Carnation Milk Products Co., 122 Railway Exchange, Portland, Oregon.

Sweetness

—and Flavor are unexcelled in CRIMSON RAMBLER Cane and maple SYRUP Ask your grocer

FRATERNAL

Oregon assembly, United Artisans, is ready for the rush Thursday night when it will give the annual masquerade dancing party at W. O. W. temple, 128 Eleventh street. There will be prizes and costume prizes. Mrs. Clara B. Keller is in charge of the floor with a large reception committee.

St. Johns lodge of the Loyal Order of Moose is receiving a number of applications to be counted November 15 as part of the big drive throughout the United States of \$30,000 to be presented to "Our Jim Davis," head of the order and secretary of labor in President Harding's cabinet.

Prineville, Ore., Oct. 29.—Ochooco lodge No. 46, I. O. O. F., gave a big Halloween ball Saturday evening in the American Legion hall here. Ochooco, O. O. F. lodges and the Crook County Irrigators, the commercial organization of this section, were guests.

Women of Mooseheart Legion will give a ball Friday night at the Moose temple at which cash prizes will be distributed.

Eureka council, Security Benefit association, had a large attendance Monday night at its masked ball in Multnomah W. O. W. hall on the east side.

Sunnyvale lodge, A. F. and A. M., conferred the degrees of master Mason Tuesday night at Sunnyvale Masonic temple, with many present.

Skin Beauty Promoted By Cuticura

Bathe with Cuticura Soap to cleanse and purify the pores. If signs of pimples, redness or roughness are present smear gently with Cuticura Ointment before bathing. Finally dust on a few grains of the exquisitely perfumed Cuticura Talcum.

Don't forget—SAY "Gear-ar-delly"



So many housewives have come to think of ground chocolate in terms of "Gear-ar-delly" that often they forget to specify Ghirardelli's. Hence this household reminder: whether you order from your grocer over the phone or at the store, be sure to ask for Ghirardelli's—and see that you get it. A hundred cooking-and-baking uses in every can—always keep a can or two handy in the pantry.

GHIRARDELLI'S Ground CHOCOLATE



So many housewives have come to think of ground chocolate in terms of "Gear-ar-delly" that often they forget to specify Ghirardelli's. Hence this household reminder: whether you order from your grocer over the phone or at the store, be sure to ask for Ghirardelli's—and see that you get it. A hundred cooking-and-baking uses in every can—always keep a can or two handy in the pantry.

GHIRARDELLI'S Ground CHOCOLATE