

A new food to meet these modern times

GROCERS FEATURE KELLOGG'S FLAKES
New Whole Wheat Breakfast Food Being Displayed Here This Week

stayed the "Economy cereal". The new food, an addition to the popular Kellogg's line, consists of whole wheat flakes. Kellogg's Whole Wheat Flakes is the trade name.
Floated with milk or cream, the new flakes make a really delicious food, the grocers say. And as well they are very healthful and nourishing. Children like them.
For the benefit of the children the grocers will this week give free a set of colored cut-out pictures with purchases of these flakes. These cut-outs, of card-

board, portray scenes from Mother Goose and fairytales. Children will enjoy playing with them. The new flakes breakfast food is put up in the characteristic green-and-red Kellogg package, and is a product of the Battle Creek plant.
TIMBER EMPLOYEE VISITS KINGWOOD, Oct. 20—Mr. and Mrs. Ellis P. White of Longview, Wash., spent the weekend with Mrs. White's parents, Mr. and Mrs. J. C. Cannon, who is employed by the Weyerhaeuser Timber company at Longview.

District Chief Of Kellogg's is Salem Visitor

L. C. Hill, northwest district manager for Kellogg's cereal company, was in Salem yesterday while in Oregon in the interests of a large advertising drive the concern is starting. Mrs. Hill accompanied him there. They will leave today.
While here, Mr. Hill conferred with F. T. Dick, local representative. Hill expressed optimism over general business conditions.

Society

Mrs. McNary is Honored With Luncheon

One of the very pretty social events of the week was the luncheon for which Mrs. Percy Kelley entertained Thursday at 1 o'clock at her State street home commending Mrs. Charles McNary before her departure Monday for Washington, D. C., with Senator McNary.
The effect of a charming arrangement of fall flowers about the guest rooms was heightened by soft lights and the delicacy of small centerpieces of frosted and carnations on each luncheon table. Bridge followed the luncheon hour. Mrs. Kelley was assisted by Miss Dorothy Cornelius.
Bidden in compliment to Mrs. McNary were Mrs. Willard Marks and Mrs. Guy Lowell of Albany, Mrs. H. J. Bean, Mrs. Thomas McBride, Mrs. John H. McNary, Mrs. Esteban Boies, Mrs. J. H. Lauterman, Mrs. L. K. Tarpley, Mrs. Henry Hansen, Mrs. Harry Bolt, Mrs. George Rossmann, Mrs. J. U. Campbell, Mrs. George M. Brown, Mrs. Guy Irwin, Mrs. Milton Meyers, Mrs. Emma Murphy Brown, Mrs. John Rand, Mrs. Rex Davis, Mrs. Hannah Martin, Mrs. Sam Chambers, Mrs. W. Carlsson Smith and Miss Dorothy Cornelius.

Miss Lawrence Weds in Church Ceremony

Miss Ruth Mae Lawrence, daughter of Mrs. N. A. Lawrence, and the late Rev. N. A. Lawrence, became the bride of Alfred Carl Nagel, son of Mrs. Hilda Nagel of Clatskanie, Ore., in a quiet ceremony held by Rev. Grover C. Birch at the First Presbyterian church Thursday at 8 o'clock. Only members of the immediate family were present.
The bride was unattended. She wore an afternoon gown of soft blue and her flowers were a corsage of delicately tinted roses.
Following the ceremony a wedding dinner was served at the Lawrence home for Mr. and Mrs. Nagel and members of the immediate family.
Mrs. Nagel has been society editor of the Capital Journal for four years, and has been prominently connected with literary circles during her residence in Salem. After November 1 Mr. and Mrs. Nagel will be at home at their lodge at Odell lake, where they plan to spend the winter and pursue their literary careers.

the coffee hour. Guests included Miss Phyllis Day, Miss Virginia Newland, Miss Ruthita Hoffnell, Miss Cathryn Headrick, Miss Rosevena Evers, Miss Margaret Drager, Miss Dorothy White, Miss Maxine Myers, Miss Ruth Eick, Mrs. Frank Shafer, Mrs. Homer Smith, Jr., Mrs. Vernon Perry and Mrs. Deryl Myers.

SIMPSON GROCERY

Commercial Street at Union
Just across from Marion Square. Convenient, roomy parking space all around "our corner"—You'll find our prices lower—and our food fresh and clean.
Dial 3813

<p>Oxydol Washing Powder In the new large size package 2 Pkgs. 35c</p> <p>Liberty White Soap 10 Bars 19c</p> <p>Quick Arrow SOAP FLAKES 3 Large Pkg. 29c</p> <p>Amaizo Salad Oil Bring your container Per Quart 19c</p> <p>Brooms Special Low Prices This Weekend Reg. 80c Broom 59c Reg. 50c Brooms 39c</p>	<p>Mt-Choice Hard Wheat Flour Every sack is guaranteed to satisfy you 49 Lb. Sack 89c</p> <p>TOMATO CATSUP Made from fresh, red, ripe tomatoes. A real bargain 14 oz. Bottle only 10c</p> <p>Something New for Your Breakfast  Kellogg's Whole Wheat Flakes 3 large packages 25c DOLLS FREE</p> <p>CALUMET Baking Powder 10 lb. can \$1.49 Only</p> <p>Choice Pack Salmon 1-lb. tall can 3 Cans 25c</p>	<p>Fancy Seedless Raisins This season's new pack 4 Lb. Pkg. 18c</p> <p>Pure Honey Fresh, new and mild 5 Lb. Pail 35c</p> <p>Armour's Milk 4 Large Tall Cans 15c</p> <p>Crown Farina No. 10 Sack 33c</p> <p>Large Size Oval Sardines A fresh new pack 4 Large Cans 25c</p>
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OPEN EVENINGS, SUNDAYS AND HOLIDAYS

Miss Eleanor Moore To Appear in Recital

A recital which is attracting much attention is that which Miss Eleanor Moore will give tonight at the Y. M. C. A., as the first of the "Friday night lobby" program of the association. Miss Virginia Graham, Portland violinist, and Miss Carolyn Parker will accompany Miss Moore.
Miss Moore has been in the east taking voice work under prominent instructors and has received much commendation through the press and personal notices.
The program tonight includes:
I. Cycle of Life—London Ronald Prelude
Down in the Forest
I Have Won You
Drift Down, Drift Down
II. Aria, "De puis le jour" from "Louise" by Carpentier
III. Fantasia Ballet de Beriot
Canonetta—D'Ambrosia
Virginia Graham
IV. Si Tu le Veux—Koechlin
Elegie—Mozart
Morgen—Strauss
V. The Nightingale
Ward Stephens
A Memory—Ganz
Love's a Merchant—Carew

Mrs. Genevieve Olsen was hostess for the Wednesday meeting of the R. N. A. sewing club. At the business meeting plans were made for a "fair" to be held in Fraternal temple November 28. Mrs. Caroline Hixon, Mrs. Roy Bremner, Mrs. Sarah Brommer and Mrs. John Rodgers were special guests.

Miss Eileen Carper, daughter of Mr. and Mrs. A. A. Carper, became the bride of Walter R. Traver of Albany Saturday in Vancouver according to an announcement which came as a surprise to their many friends. Mr. and Mrs. Traver will be at home in Portland where Mr. Traver is connected with the News-Telegram.

Women of the auxiliary to the Postal Clerks Union will motor to Portland this afternoon to be guests for a tea being given by women of the Portland auxiliary.

Mrs. Hal D. Patton has as her guest Mrs. Sarah Donaldson of Portland, who will be remembered as Marion Smith in Salem.

Because of low prices this year, the farmers of northern and eastern Colorado will hold their crop of popcorn from the market and feed it to livestock.

Elaborate Program For McKinley P. T. A.

The McKinley Parent-Teachers association is planning an elaborate program for the regular meeting Monday night in the McKinley school. The program begins at 8 o'clock, and all parents and friends of the district are urged to attend.
Each subject will be given an explanation as to objectives sought in teaching it, and these explanations will be given by teachers. Mrs. Erma Plister will tell of arithmetic; Miss Esther Long, art; Miss Schroeder, spelling and writing; Miss Ruth Draper, music; Mrs. Merle Davenport, reading; Mrs. Enza Godsey, health work; and Miss Dorothy Taylor, English and geography.
Miss Charlotte Hill will give a group of piano solos.

Miss Dorothy Pearce and Dr. Helen Pearce entertained at the home of their mother, Mrs. George Pearce Wednesday night with a dinner in compliment to Miss Nellie Schwab, Miss Ada Ross, Miss Helen Yockey, Miss Beryl Holt, Mrs. La Verne Winkler, Mrs. Sila Schmitz Wilson, Mrs. Margaret Rosekrans and Mrs. George Pearce.

Additional Society on Page 12

SALEM GROCERY

Friday and Saturday Specials That Will Save You Money

Fresh Creamery Butter, per lb. 22c	Kellogg's Whole Wheat Flakes—2 Pkgs. 17c
This is not storage butter.	Set of Cut Out Dolls FREE!
Rolls Oats, 9 lb. sacks 29c	No. 2 can good grade Peas 10c
Idaho White Beans, 8 lb. 25c	(Sweet and tender)
Kraut—2 1/2 size cans 10c	No. 2 can Mother's Cocoa 20c
Pumpkin—2 1/2 size Preferred Stock 10c	American Lye, 8 cans 25c
Jolly Time Pop Corn, 2 cans 25c	10 lb. bags C & H Berry Sugar 49c
Golden Bantam Corn, No. 1 cans, 3 cans 25c	25 lb. bag C & H Berry Sugar 1.23
Buy one Pkg. Oat Flakes (Ready to eat) 10c	Do not confuse this with the cheap coarse sugar that is expensive at any price.
Get one pkg. Bran Flakes FREE!	4 lb. Pails Invaluable Shortening 49c
Husky Dog and Cat Food, 3 cans 23c	Solid Head Lettuce 1c
All Campbell's Soups, 3 cans 25c	Fresh Bunch Carrots, per bunch 1c
Pt. Cans Mazola Oil 15c	Cranberries, per lb. 15c
No. 2 cans Solid Pack Tomatoes 10c	No. 1 Sweet spuds, 10 lbs. 25c

New Crop Bulk Popcorn 4 lbs. 25c
These prices good as long as present supply lasts. If you were not lucky enough to get in on last week's specials you missed a real sale, so don't let that happen this time. REMEMBER that the Salem grocery sets the prices while others wait and try to meet it.
FREE DELIVERY Any Amount
Phone 6940 477 Court Street

A TELEGRAM FOR WIVES!

RECEIVE ARE REQUESTED TO FAVOR THE COMPANY BY OUTLINE AND SUGGESTION CONCERNING ITS SERVICE

WESTERN UNION

PS40 65DL= BATTLECREEK MICH 1100A=

THE KELLOGG COMPANY OF BATTLECREEK CALLS SPECIAL ATTENTION TO THE MOST IMPORTANT CEREAL INTRODUCED IN YEARS KELLOGGS WHOLE WHEAT FLAKES BELIEVE IT FILLS A REAL NEED IN THESE TIMES OF ECONOMICAL BUYING TRY IT AND IF YOU AREN'T DELIGHTED IN EVERY WAY WE WILL GLADLY REFUND YOUR MONEY COMPARE THE SIZE OF THIS BIG PACKAGE COMPARE THE VALUE ABOVE ALL COMPARE THE FLAVOR AND CRISPNESS

W. K. KELLOGG.

NEW Easy-Open Top
You don't need to cut or tear the package. Simply press with your thumb along dotted line—and the patented hinged top opens!



Kellogg's Whole Wheat Flakes are the newest food for modern times. We don't need to tell you of the value of whole wheat, its nourishing, healthful qualities.
All we ask is that you try whole wheat in its most delicious and appetizing form. Just taste Kellogg's Whole-Wheat Flakes!
This new Kellogg Cereal will save you time and trouble—and money as well. Ready to serve with milk or cream. Almost a meal in a bowlful. Fine for children's suppers. And look at the big package! Compare the value you get!
Ask your grocer for Kellogg's Whole Wheat Flakes. Try a red-and-green package on the personal invitation of W. K. Kellogg. Made by Kellogg in Battle Creek. Quality guaranteed.
FREE Nine Colored Cut Out Dolls With Each Package

IRISH'S CASH STORES

LEADERSHIP—The Irish Stores have become the most popular food stores in Oregon, paying cash for and featuring local products. A smile and a friendly greeting awaits you at Irish's.
294 N. Com'l St. Phone 3527
Friday, Saturday and Monday Specials

Shortening Vegetable 4 lbs. 25c	LARD 3 lbs. 25c
COFFEE Schilling or S&W 1 lb. 29c	RINSO Pure, Fresh, 7 1/2 c lb. in 65 lb. Tubs Pkg. 17 1/2c
RICE 5 lbs. 19c	BEANS Ida. Red or Small White 10 lbs. 32c
Lay in your winter supply now	
Nally's Salad Dressing Qts. . . . 23c	CORN MEAL No. 10 Limit 14c
Nally's Mayonnaise Qts. . . . 35c Pts. . . . 19c	Cheese full cream lb. 12 1/2c
IF IT'S NALLY'S IT'S GOOD	Picnics Swift's, sweet mild cure. Limited amount to sell lb. 10c
Amaizo Syrup Golden No. 10 Pail 57c	PEANUT BUTTER 3 lbs. 25c
Starch Corn or Gloss Pkg. 7c	Raisins New 4 lbs. 19c
7c	TOILET TISSUE 4 for 15c
	Citron, Orange or Lemon Peel . . . lb. 29c
	Honey Clover or Mt. 5 lbs. 34c
	Onions 13 lbs. 10c
	Spuds 50 lbs. 34c
	Kellogg's Whole Wheat Flakes 3 pkgs 25c

Kerr's Oregon Made Hard Wheat Flour
Sack . . 79c
Bbl. . \$3.15

Farina
There's a big difference in Kerr's Best. No. 10
Sack . . 43c

Graham
Coarse or Fine No. 10
Sack . . 25c

Hot Cake
of course. It's Kerr's Special, No. 10
Sack . . 43c

SOAP
"Oregon Made" Mt. Hood Soap Co. Products
Festival Floating
Bath Soap comes in pastel colors giant size
Bar . . . 5c

Feldman's Naptha
10 bars 39c
Wonder Foam Pure Granulated Soap
Pkg. . . . 19c
Liberty White Soap
10 bars 18c