## SWITCH ON THE LIGHT!

 There are a lot of coffees of the "ten-karat" variety masquerading There can be no better coffee than-

## Royal Club

## Super-Quality Coffee

## It sells regularly at 40c. No "first, quality" coffee should sell for

## There might be times when a higher price would be justified-but

"Green coffee" prices fluctuate just as does sugar or flour and any other staples. Due to a decreased demand in Europe, coffee has been "down" for a whole year past. During part of this time
the "best" coffee could be retailed, with a reasonable profit, at 35 c in the home market and toc in distant markects. During that time We sold ROYAL CLUB at the reduced price. Recently prices have advanced-the regular price of ROYAL CLUB is now 40 c , and it's worth it
The coffee roaster who maintained a price of 40 c to 45 c , during this "low market" period, charged you too much-he robbed the public of thousands of dollars. They were entitled to share in this The Coffec Roaster who charges you an unreasonable prie The Coffee Roaster who charges you an unreasonable price fiftyone weeks out of the year, for coffee no better than ROYAL
CLUB, and then reduces his price for one week to what it should have been all the year does not deserve your patronage
We will challenge all competition. ROYAL CLUB has no equal in quality or price. We will not be undersold-no, not for a single We will allow no "outside" coffee roaster to unload his surplus stock on the unsuspecting public at what he claims to be a marvel-

For ${ }^{\text {tw }}{ }^{\text {WW }}$ Weeks you may buy
ROXUL
CLUB at reduced prices to meet all compection. Buy it in any quantity at these prices. You know it is the best that money can buy. You know it is fresh-for it's roasted daily in Porthand and delivered to your qrocer in small quantities just as he needs it. You can be certain that it has not lost its
strength in warchouses or in transit.

## LANG \& CO.

The "Royal Club" House PORTLAND, OREGON .



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SOME DON'TS


## New Arrivals

WHICH WILL SAVE YOU MONEY AND ASSURE PRO PER STYLES AND MATERIALS

| MORENEW SPRING <br> COATS | MORE <br> NEW SPRING <br> SUITS |
| :--- | :--- |
| P. C. S. Price $\$ 7.95$ <br> \$14.95. | P. C. S. Price $\$ 14.45$ to <br> $\$ 32.50$. |


| hite chinchilla co | \$1 |
| :---: | :---: |
| NEW SPRING SKIRTS | New Kid Gloves. <br> New Neckwear |
| NEW SPRING |  |
| WAISTS | New Muslinwear. New Silk Petticoats. New House Dresses. |
| New Fancy Silk Hose. |  |


| NEW W. B. FRONT LACE CORSETS, | $\$ 1.50$ TO $\$ 3.50$ |
| :--- | :--- |


| New Ginghams, |  |
| :---: | :---: |
| 10 c and $121 / 2 \mathrm{c}$ | New Laces, Embroider | | 10 c and $121 / 2 \mathrm{c}$ | New Laces, Embroider- |
| :--- | :--- |
| ies, Trimmings, Hand- |  | New Percales

5 c and 10 c New Summer Wash Ma.
terials 5 c to 30 c yd. Les, kerhiefs , Purneses, Belt.
ing, etc. terials 5 c to 30 c yd.

## Popular Cash Store


write to yocr fruesds os
Monogram Stalionery
W. G. SIIITH \& $\mathbf{c o}$.


Black Silk Stove Polish


A Bargain
EMPIRE MFG. CO.
STOCK
55 CENTS PER SHARE
Address P. O. Box 17
dress P. O. Box
Spokane, Wash.

NOODI.ES, GHOP SUEY, GHIMA DISHES GOEY'S KWONG HONG LOW

