

IT PAYS TO TRADE AT

The PEOPLES WAREHOUSE

Pendleton's Greatest Department Store

DIAMOND

QUALITY PRODUCTS



DOUBLE QUICK Tapioca is true to name. It is extraordinarily quick in action and makes delicious and economical puddings. Diamond "W" Double Quick Tapioca maintains in every particular the high standard of the entire Diamond "W" line of pure foods. The housewife who will specify Diamond "W" products when placing her orders with her grocer will be assured the highest quality with the lowest prices consistent therewith.

THE HOUSEWIFE is unquestionably deeply interested in pure food products. The great increase in the sales in the Pacific Northwest of DIAMOND "W" PRODUCTS during the past 10 years proves this conclusively. It is not necessary to urge the merit of these goods upon those who have given them a trial. But we do want to say a word at this time to those who are unacquainted with DIAMOND "W" PRODUCTS, and who are accordingly unaware of the untiring effort, the unflinching determination, and the consequent great success that has attended our efforts to produce the purest and the very highest quality goods that it is possible to manufacture.

Diamond "W" Products stand for the best—nothing less. We were the pioneers in Steel Cut Coffee on this coast. Diamond "W" Coffee is not only a leader in this respect, but in flavor, in purity, in the perfection of the blend, in uniformity, in strength, we believe it to be the best coffee that can be made. This is a strong statement, but the goods will justify it. Diamond "W" Baking Powder is manufactured with the same care and with the same ideals. It is a pure phosphate leavener, and produces light, sweet, digestible, healthful foods. It is endorsed by physicians, chemists and bakers.

A few of our extensive line of DIAMOND "W" PURE FOOD PRODUCTS are shown on this page. Back of every one of these products stands a firm long established in this state, strong financially, and of sterling worth and integrity. These goods are manufactured in Portland. They are the equal or the superior of the same line of goods manufactured elsewhere. Women of Oregon should buy DIAMOND "W" PURE FOODS, first, because of their superior quality, and second, because they are manufactured locally. If you have never tried any of the DIAMOND "W" LINE, specify them the next time you place an order with us. You will be delighted with the delicious taste and fragrant aroma of DIAMOND "W" COFFEE. Ask us for the Cake Filler, the Fruits and Vegetables and the Jelly Powder. After you have given DIAMOND "W" PURE FOODS a trial, you will never be satisfied with anything else, and you will save money besides.



DIAMOND "W" Macaroni and pastas are packed in full weight cartons—a fact which the housewife will quickly realize and appreciate. Macaroni is a beautiful substitute for meat, and the phenomenal sales of Diamond "W" Macaroni attest to its high quality and the uniform satisfaction that it gives. When you order do not simply say "Macaroni," but specify "Diamond "W" Macaroni." You will be sure to receive a superior article, full weight and satisfaction.



HOW OFTEN do you wish that you could make good Cake Filling and Icing? How often have you neglected to take a cake because of the time, trouble and expense of making tempting fillings and Icing? Diamond "W" Cake Filler has helped hundreds of women become good cake bakers. It is the modern substitute for the white of egg in fancy pastry. One ten-cent package equals the whites of one dozen eggs. It Saves Time. It Saves Money. It Saves Patience. With Diamond "W" Cake Filler you can make delicious Cake Fillings and Icing in a hurry and at a mere fraction of the cost of the fillings and Icing you have been making.

All Good Grocers Sell Diamond "W" Pure Food Products

Desserts, Table Fruits and Tender Garden Vegetables



Found under the Diamond "W" Brand are the finest products of orchard and garden, grown where the various varieties reach perfection and packed where grown.

The Fruits are picked when perfectly ripe and luscious, handled in the most careful and sanitary manner and packed in extra heavy pure cane sugar syrup. The Vegetables when they have reached their proper

growth are gathered with the morning dew upon them and prepared with the least possible delay, so as to retain their tenderness and preserve their natural flavor.

Save money by buying your winter requirements now and be prepared for future needs and against sudden social emergencies. There's a variety and quality to Diamond "W" Pure Foods that home preserving cannot supply.



DIAMOND "W" Jelly Powder is made in Portland from the purest and best materials available. In every way, it is typical Diamond "W" Pure Food product. Everybody who uses Diamond "W" Jelly Powder says that it is the most tasty, palatable and economical dessert that they ever tried. Diamond "W" Jelly Powder has a fruit flavor that you can distinguish. You need not embellish it with expensive whipped cream to make it palatable. There are eleven true fruit flavors to select from and every one offers unlimited possibilities for delicious dessert. Diamond "W" Jelly Powder sets quickly and will solve for you the problem of "What shall I make for dessert?"

ASK FOR

KNIGHT'S

Pickles, Vingers and Condiments

The Western Standard for the Past Seventeen Years

Knight's Pure Food Products not only comply with all pure food laws, but are manufactured in a sanitary factory in an honest conscientious way, and are intended to please the discriminating consumer.

KNIGHT PACKING CO.
Portland, Ore.

T. P. W. Pure Food Shop

3 MAIN LINE PHONES, ALL 15 In Our Cool, Clean, Flyless Basement.

CLEANLINESS ECONOMY SERVICE

Not only the CLEANEST STORE, but the biggest stocks of PURE FOOD TABLE SUPPLIES in Eastern Oregon... "T. P. W. SERVICE together with T. P. W. QUALITY, a combination that can't be beat."



The Advance Corset Styles Enrapture Our Customers

Charmingly fresh are the new fashion ideas expressed with such certainty in our display of this season's BON TON and R. W. corsets. So perfectly do they accord with the latest style tendencies in dress, that one would almost fancy these brilliant models to be the work not alone of corset designers, but of modistes and costume creators.

From outward fabrics of lavish beauty to inner secrets of efficient boning, the BON TON and R. W. corsets we are showing are altogether quite miracles of style and service. Their exceptional fitting qualities foretell long wear and real economy. A score of distinctive models.

Bon Ton CORSETS R. W. \$1.00 TO \$3.00. **ROYAL WORCESTER CORSETS** BON TON \$2.50 TO \$10.00

THE PEOPLES WAREHOUSE

WHERE IT PAYS TO TRADE