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# We Have Saved the People of Portland and the Northwest Thousands of Dollars on Coffee the Past Year 

When the coffee market dropped because of the closing of many European countries to coffee importations, we "dropped" the retail price of ROYAL CLUB and GERMAN AMERICAN - giving the consumer the benefit.

We were the only coffee roasters on the Pacific Coast to give the public the benefit of this reduced cost. Other roasters feared to reduce the price because of the necessity of raising it again when the market should advance. They pocketed the increased profit and said nothing.

It has always been our theory that it pays to be "square" with the public-that there is never anything lost by taking you into our confidence and giving you the benefit of any savings we ourselves enjoy. We had faith that you would appreciate the saving we had shared with you and would understand when necessity forced us to increase the price again.

That necessity is now a reality-as shown by the article reproduced herewith. High-grade coffees are advancing steadily. These highest-grade Central American coffees - together with the expensive Sumatras (used only in the most expensive blends) are all a part of the ROYAL CLUB blend. All have advanced decidedly.
ROYAL CLUB will advance to its former price of 40 c on Janary 1st. Lay in a supply now at the old prices and save money.

Royal Club Advances Jan. $1^{\text {st }}$ Buy Now and Save Money


After Jan. 1st 5 Lbs. $\$ 1.25$

In ROYAL CLUB we give the most in coffee value at the lowest possible price

## Lang \& Co.

The "Royal Club" House
Portland, Or.

