

**We're Charging
the Loss to
Advertising**

Special offers on articles like these (and such a very small margin of profit) can not be made UNLESS someone is willing to stand the loss. We're charging the loss to advertising.

SALE RULES

This offer, good into effect Saturday morning, January 12, 1934 will be discontinued as soon as our objective is reached. The good offer January 31, 1934.

TRU-BLU BISCUIT COMPANY

Both for 37

A Healthy Price Reduction

*Offered Purely to Acquaint You With that
Wonderful New Health-Giving Cookie-Cake*

Tru-Blu Vegetized Wafers and the New Double-Deck Package of Tru-Bake Crackers

YOU'VE heard of Tru-Blu Vegetized Wafers—through newspaper articles, newspaper advertisements and over the radio. You have seen them displayed in your favorite grocery store. But have you ever tasted them? Have you ever considered the wonders of this wafer? *Never sold in bulk.*

It is the **ONLY** wafer ever created with genuine vegetized flour. The only wafer giving you the actual health-building vitamins from **FIVE** fresh vegetables—Carrots, Spinach, Celery, Tomatoes, Lettuce. In addition to Whole Wheat. To induce you to try Tru-Blu Vegetized Wafers just once, is the sole and only reason for our offering a full size package in combination with the new double-deck package of Tru-Bake crackers. **BOTH for 37c**

TRU-BAKE CRACKERS need no introduction. You have doubtless served them in your home many a time. You like their rich cracker flavor, the crispness, their slenderized shape. You have been buying the small size package that is priced regularly at 15c.

Now we should like to introduce you to the new **FULL POUND** package that gives you **TWICE** as many crackers—and during this January Introductory Sale really costs you only 12c.—If you buy it in combination with the regular 25c package of Tru-Blu Vegetized Wafers. We're charging the loss to advertising in order to provide for thrifty folks the best cracker and Vegetized Wafer special ever offered in the Pacific Northwest for **37c**

Buy NOW
Before This Offer
Is Withdrawn

Sale Starts Saturday, Jan. 12

Your Grocer Has a Fresh Supply

TRU-BLU
Spokane, Portland, Seattle