## Coffee Facts

Some months ago the effect of the European war was felt in the coffee market. Vast shipments usually consigned to these foreign countries, now at war, were dumped on American manufacturers for consumption. The result was an oversupply and a consequent reduction in the cost of green coffee.

Most coffee roasters saw in this the opportunity to increase their own individual profits. They bought coffee at the reduced price-roasted it and sold it the same price they had always charged

Believing the Retail Grocer and the Consumer equally entitled to share in this reduced cost, Lang \& Co. immediately reduced the wholesale and retail price of their ROYAL CLUB brand

For months past the public has shared in this saving to the extent of thoussands of dollars, while all other coffee roasters on the Pacific Coast, without exception, maintained the same retail prices as before the reduction in the cost f raw coffee.

This is National Coffee Week, and your grocer is stocked with fresh-roasted ROYAL CLUB and GERMAN-AMERICAN COFFEES at the reduced prices, just as he has been for months past-and no better coffee can be bought at any price.

If you approve these business methods-methods which share with the public any saving which comes to us-then we want you to celebrate National Coffee Week with us by drinking ROYAL CLUB COFFEE, a 40 c Coffee fer 35 c a pound; $3-\mathrm{lb}$. tin, former price $\$ 1.10$, now $\$ 1.00 .5-\mathrm{lb}$. tin, former price $\$ 1.75$, now $\$ 1.60$; or GERMAN-AMERICAN COFFEE, $1-\mathrm{lb}$. tin for $30 \mathrm{c}, 3 \mathrm{lb}$. tin for 85 c .

And, remember, these prices are not alone for this week. They are permanent reductions, made when the price of green coffee dropped, and they will be maintained until an advancing market makes necessary the re-establishing of the old retail prices. We guarantee no adyance in our selling prices within 90 days.

It is therefore not necessary for you to "stock up" during "Coffee Week" at any so-called Coffee sale-the present prices on GERMAN-AMERICAN and ROYAL CLUB will be in effect next week and the week after. Buy fresh, pungent, full-strength, Coffee each week as you will need it.

If you have net tried ROYAL CLUB or GERMAN-AMERICAN, we wan ou to try it this week. Our Coffee is sold under the positive guarantee of sat isfaction or your moncy back.

There may be some other Coffee which suits your individual taste bette than either of our brands-ne Coffee can suit every taste-but you will neve know until you try ours.

Thousands of people now using eur brands realize the extravagance of higher priced Coffees when we sell these delicious steel-cut Coffees at 30 c and 35 c

ASK YOUR GROCER FOR THEM

## Lang \& Co.

## The "Royal Club" House

Portland, Oregon

Vast Water Power of Cascade Range


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Beatifining the Farm Home For the Family


## WTHYCOMBE FAVORS "VOTSS FOR WOMEN"

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Makes the house warm and cozy on the cold, damp days.
 Standard Oil Company
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## Would Train Women

To Take Men's Places

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## STENOGRAPHERS

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## Mill Wood

## Special Price for 10 Days

5 Load Lots at $\$ 1.75$ per Load
Prompt Delivery

## Spaulding Logging Company

Always Watch This Ad-Changes Often
FOR THE WOODSMAN

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H. Steinhock Junk Co.
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