

\$227.50

Mr. and Mrs. Reader

\$227.50

THIS PAGE WILL HELP YOU CUT THE HIGH COST OF LIVING

For your information we have printed herewith the firm name, trademark or brand of a number of Seattle's well-known manufacturing, business, financial and insurance concerns. There is something distinctly individual about each of them. Look them over and see how many you recognize. Chances are, practically all of them are familiar to you, either the trademark, the brand or the firm name. Each is of the highest class and worthy of your consideration. In order to have you patronize the establishments represented here, we are going to offer—for the next three months—to our subscribers, merchandise and credit offers totaling \$227.50, which will be awarded upon the following plan:

Select any article or firm name represented with which you are most familiar. Ask yourself what you know about that firm or brand, and what there is about them that pleases you. Then write us a letter frankly stating your opinion of the particular something about them that appeals to you most, and why you would recommend them to your friends.

Address your communications to the Trademark Editor of The Seattle Star. Each week during the campaign we will award to the persons sending in the best constructed letters stating why they use certain of these brands and prefer to deal with these certain establishments, merchandise or credit orders amounting to \$17.50 divided as follows: To the subscriber whose letter we consider the best, \$10 in merchandise or credit orders from any firm represented here; to the writer of the second best letter, \$5 in merchandise or credit orders, and to the writer of the third best letter, \$2.50 in merchandise or credit orders from any of these firms. Now, don't say you can't do it or that you have no chance, because your chances are just as good as another's. Just look over the page at the different concerns with whom you should be dealing. Pick out the firm or brand with which you are most familiar, study it for awhile; see what there really is about it that you like, and write us a letter about it. A little time and study devoted to this page will cut your running expenses wonderfully.

The BONE DRY
The All-Leather Shoe
Manufactured by
Felder Shoe Mfg. Co.
2615 Western Ave.
Union Made Made in Seattle

Second Ave. at Lenora

SEND for the COAL DOCTOR

"No fee"

No matter what your troubles your heating system or what fuel you use, the Coal Doctor will prescribe a cure—and without a fee.

If you can't telephone, write today to the Coal Doctor.

Pacific Coast Coal Co.
543 Railroad Avenue So.
Tel. Main 3058.

Seattle Tire Filler Co.
Installers of UNIVERSAL TIRE FILLER
Factory: Portland, Ore.
No Air, Punctures or Blowouts.
Installing Department:
1513 BROADWAY
Phone East 47.
Guaranteed 100,000 Miles Not a Liquid.

FAMILY WASH 60c UP Wet Wash Laundry QUEEN ANNE 44

PRIZE WINNERS THIS WEEK CARNATION MILK

The first ad. to attract my attention on your Contest Page was "Carnation Milk." First, because of my familiarity with the article and some knowledge of the clean and scientific manner in which the milk is handled from "cow to can."

The Carnation Stock Farms are conducted under scientific and sanitary regulations, and the stock kept in a most healthy condition. Smaller dairies supplying these plants are visited by experienced men, who carefully inspect the premises, giving instructions to dairy owners how to handle their milk in the most sanitary manner. The cans used at these small dairies are sterilized at the Carnation plants, where it is done properly, and farmers are instructed to carry all milk to the cans at the roadside platform, from which they are gathered rather than taking the cans to the barns, thus eliminating careless handling and contamination. On return to the condensaries each can is tested, insuring pure rich milk.

The condensaries that I have visited are immaculately clean, and so are all attendants.

Carnation Milk has no superior in quality, which I find always uniform. After a can has been opened Carnation Milk will remain pure and sweet several days, ice not being needed. The pure Carnation is pleasant to taste and may be used undiluted for table purposes. For cooking, diluted even three-fourths, it is much superior and more economical than raw milk. For whipping cream Carnation is unequalled in condensed milk.

When using Carnation Milk one is certain of the elimination of disease by the careful sterilization in its manufacture, of which you are not sure in either raw, pasteurized or tuberculin tested milk.

Finally, Carnation Milk was born in Seattle, and is now a thriving industry of Washington, having fifteen condensaries located in the heart of splendid dairying centers. This has been accomplished in less than twenty years, because the watchword of the Carnation Milk condensaries has been—QUALITY.

MRS. SAMUEL J. STEWART,
1762 31st Ave. So., Seattle.

SEATTLE, Wash., Nov. 2, 1917.
TRADEMARK EDITOR, SEATTLE STAR.

Dear Sir:—The following facts are known to me about the Groceries Stores:

First—Their goods are fresh and of the best;
Second—Their prices are the lowest by far;
Third—They did not join any combination to raise prices;
Fourth—They treat the public with the greatest courtesy;
Fifth—No misleading advertisements;
Sixth—There are no clerks to recommend or substitute an article, the selection is left to the customer's own judgment.

Yours truly,
F. C. WRIGHT, 2622 Sixth Avenue.

AUBURN, Wash., Nov. 2, 1917.

TO THE TRADE MARK EDITOR:

In looking over the page of advertisements, I recognized the well-known firm name of Schwabacher Bros. Co., and as I have used their brand of goods for several years, I think I can say something about the merits of their goods in speaking of the Gold Shield Coffee. I can say I have used many higher priced coffees and did not receive as much satisfaction as I get from Gold Shield. Upon opening a can of this favorable coffee one can see and smell the freshness of the coffee, and when cooking it has a delightfully appetizing aroma. Not only the coffee has lasting merits, but also the Spices, Extracts and Canned Goods, especially the Canned Peas and Tomatoes. Their Canned Peas are excellent and I would not hesitate to recommend the use of any of this brand of goods to either rich or poor, and the prices will suit all. I think that one can economize to a great extent by using goods put up by Schwabacher Bros. The reason I prefer to buy Schwabacher goods is because I get better goods at lower prices and square deals.

Yours very truly,
MRS. V. M. PALMER, Box 644, Auburn, Wash.

Winners Please Call at Star Business Office

Why do Mr. and Mrs. Thrift Trade at the

Groceries STORES COMPANY INC.

The purest, best nonalcoholic cereal beverage in all the world.

Sold everywhere.

Rainier Products Co.
Seattle
Phone Sidney 1

GOLD SHIELD COFFEE

THE PUREST AND BEST

Make a One-Ton Truck of Your Ford WRIGHT SALES CO. 1718 Broadway

WINDOW SHADES CLEANED, REPAIRED
1504 EIGHTH AVENUE PHONE MAIN 4659

From Contented Cows

Carnation BRAND MILK

Dilute with PURE WATER for cooking, baking, drinking. Your grocer has Carnation.

Perry Auto Lock

How much would you lose if your car was stolen today? How much would it inconvenience you?

H. E. Borland, Distributor
1710 Broadway - - - Seattle
Phone East 608

Manufacturer of Radiators, Fenders, Metal Bodies, Electric Welding and Repairing.

S. C. RENNER
1405-07 BROADWAY
PHONE EAST 218

Order from Your Grocer

Diamond Brand Pure Apple Cider
THE POPULAR 5c DRINK
Distributed by Western Beverage Co.

Furnace Repairing

Installed by
Washington Sheet Metal Works
1913 SEVENTH AVENUE
Phone Main 784.

THE EMBLEM OF BETTER BUSINESS TRAINING

PURE, CLEAN, WHOLESOME

Order It Today

CRESCENT
Double Acting Baking Powder. (31-43)

Mayflower Dairy

Bradner Pasteurized

Jersey

WESTLAKE SHEET METAL WORKS
Main 6358
Sixth Avenue and Virginia Street

PAINLESS AUSTIN

Third and Pike

"look for the miner"

Albers
rolled oats

PURE

BEST
49Lbs BEST

RELIABLE

Albers rolled oats are made from selected Western grown grains. Try them in your wartime recipes—the results in dainty dishes will surprise you. Your grocer can supply you.

BOLDT'S BIG RESTAURANTS & BAKERIES

RICH JUICY STEAKS

FRESH OYSTERS

1414-16 THIRD AVE.
DAILY RESTAURANT & BAKERY
111 SECOND AVE.
BOLDT'S SPEEDY LUNCH & BAKERY
1001 1st AVE.
BROADWAY BAKERY 118 PINE ST.

IT'S THE COFFEE

ANYTHING IN SHEET METAL
STAR SHEET METAL MFG. CO.

Quality Service

Get ready for wet weather—stop your leaks now—repair your Conductor Pipes.

Send for "DOCK," REPAIR WORK and GENERAL JOBBING.

of all kinds promptly attended to.
1522 Sixth Ave., bet. Pike & Pine
Phone Main 5851.

A Small Payment Now

will insure your obtaining the exact model you desire in your

Christmas "Kodak"

Our stock is complete in all sizes and equipments.

Northwestern Photo Supply Co.
EASTMAN KODAK COMPANY
1415 Fourth Avenue
Seattle.

Wiregrip & Firestone Tires

Wiregrip Tires

Allen Tire & Rubber Co.
BROADWAY AND PINE
Phone East 688.

HOLLYWOOD FARM

CERTIFIED MILK
From the Farm to Your Table in a few hours

Bartell buys and sells for less

5 Retail Stores

Structural Steel, Railway Supplies, Machinery

Hofius Steel & Equipment Co.
1319-1325 L. C. Smith Bldg.
SEATTLE

Main Studio of
James & Bushnell
Fotographers
Arcade Building

Order Xmas Fotos Now

Northern Board and Paper Mills

Manufacturers of PAPER BOX BOARD
Office, 815 White Building.
Phone Elliott 2276.
CHAS. H. MYERS, Manager.

Three Girls' Bakery Inc.

is what everyone demands. Our new merchandising policy offers you the best value in quality and size in the city. In other words, our buying power and large volume of sales makes it possible to give a large loaf but still maintain the quality. The same price and size throughout the city.

KRISTOFERSON'S PERFECTLY PASTEURIZED MILK

Colman Creosoting Works

Colman Building
Seattle, Wash.

PIKE STREET TIRE SHOP

THE HOME OF THE GOOD USED TIRES.
1024 Pike Street - - - Seattle

Fresh Cream Flavor

MOUNT VERNON MILK

Excellent for all creamed dishes, soups, fish, oyster stews, etc. Send for recipe book, 1016 Stuart Bldg., Seattle.

Reasonable and Reliable PAINLESS DENTISTRY
DR. A. C. GRABBERT.

Cooperative DENTISTS
Second and Spring
Elliott 3048

CONCRETE

In war and peace has proved its superiority in speedy construction, low cost and ready availability.

Write for Booklet

Portland Cement Assn.
Seaboard Building Seattle

Bonney-Watson Co.

CREMATORIUM—COLUMBARIUM—CINERARY URNS

The perfect drink
Rockstaff

WHEN YOU'RE STUCK

On some knotty problem in the office on a dull day, try a Glag of Rockstaff.

Puts New Zest into Life
Rockstaff—Everywhere
CAPITOL 870.