



Cheese is not "just Cheese" when it's Tillamook!

At once you'll notice a vast improvement in flavor when you use Tillamook Cheese. The simplest dishes become delicious. Serve macaroni and cheese or potatoes au gratin using Tillamook. You'll find a new deliciousness—a different flavor. They become dishes fit for an epicure.

Or, try this: Toast slices of bread crisply brown; lay generous pieces of Tillamook Cheese on them and place in the oven—just for two minutes. Eat while hot. Simple, but how tasty!

There's a good reason for the superiority of Tillamook Cheese. Five quarts of full cream milk go into the making of every pound. The most careful, scientific supervision is in force in the 24 Tillamook Kitchens. Look for Tillamook on the rind if you want cheese that is always uniformly good.

Ask your grocer for Tillamook Cheese—will by the slice or in 6-pound and 14-pound tins

TILLAMOOK COUNTY CREAMERY ASSOCIATION
—N. Chas. Kitchens owned and operated cooperatively by the Tillamook Dairyman
TILLAMOOK, OREGON

TILLAMOOK CHEESE

The Tillamook Valley has green pastures practically all year round—that's why the herds give record yields of milk famous for richness in butter fat.



Look for TILLAMOOK on the Rind!

SAME PRICE

For over 30 years

KC Baking Powder

25 Ounces for 25¢

USE LESS than of higher priced brands

MILLIONS OF POUNDS BOUGHT BY THE GOVERNMENT



Designed for You

—to meet your desire for a real dainty, tasty cracker wafer.

These delicate creations—Snow Flakes—will appeal to your most fastidious friends. You will find them invaluable in your home to serve on all occasions.

Don't ask for Crackers—say SNOW FLAKES

SNOW FLAKES

PACIFIC COAST BISCUIT CO., Seattle, Wash.

Olympia Oyster in Fight for Life; Has But a Single Ally

BY ROBERT BASTIEN BERMANN

You thrilled, no doubt, when you read "Tarzan of the Apes." Maybe you felt just a bit disappointed that you couldn't witness such a primeval struggle in cold reality, instead of thru the eyes of a writer of fiction.

Yet right here in Washington almost in Seattle—just such a struggle is being waged today—only it is a grimmer, more relentless struggle than ever the facile pen of Edgar Rice Burroughs was able to conceive.

Almost within a stone throw of your home, a primitive race is battling heroically for its very existence. And what a battle it is! Unarmed and beset by myriad foes, the race faces what seems to be certain extinction. And yet, with the aid of only a single ally, the beleaguered race is making steady progress against its enemies.

LONE ALLY IS DARWIN

The race's lone ally is L. H. Darwin, state fish commissioner—and, yes, the secret'll have to come out, the heroic clan is none other than the succulent and familiar Olympia oyster.

That may sound facetious—but it isn't. The oyster has more enemies to the square inch and fewer means of protecting itself than any other organism that you can find in your biology text book. And the Olympia oyster—using the term to apply to all native Washington bivalves—just a little more unfortunate than any of its cousins.

As the late Mr. Gilbert might aptly have remarked—"The Olympia oyster's lot is not a happy one."

Commissioner Darwin, who has the role of a sort of Peshing in the oyster war, in that he arrived late in the struggle, but in time to turn the tide, discussed his campaign today.

His communique, in addition to furnishing material that is quite a bit liver than any of the communique that used to be issued in the A. E. F., brings out a number of facts about the oyster that seem to have been suppressed in the past. Did you ever know, for instance, that—

The Olympia oyster is the daddy of all oysters—that it is probably of the very same specie as those that the dinosaurs used to feast on in prehistoric times (taking it for granted that the dinosaurs was an epicure)?

MANY OTHER BITS OF INFORMATION

And that's only one of the odd bits of information that Darwin has picked up in the course of his battle for the oysters.

"I," he explained, "and the members of my staff are about the only friends that the Washington oyster has. I don't say that the general public is hard-hearted and unsympathetic—it's just that the people don't know; that they always think of the oyster simply as something to eat, and not as an actor in a thrilling melodrama.

"No form of animal life in all the world has quite as tough a time as the Washington oyster. Its greatest enemies are the heat and cold.

"The oyster, as everyone knows, attaches itself to some hard substance under water as soon as it starts to mature, and spends the rest of its life there—unless it is torn away to be converted into a cocktail or a fry.

"If the oyster gets in shallow water—as it always does in the Puget sound country—it is in constant danger of being either frozen to death or burned up. The tide recedes, you see, leaving it exposed on the beach—and it either burns or freezes, according to whether it is winter or summer.

"We are now combating this condition by building dykes—eight to 10-inch walls—in the oyster reserves, which assures the oysters of

at least a shallow covering of water at all times.

COUNTLESS OTHER FOES TO FIGHT

"Thus we can say that we have the oyster's worst enemy on the run—but there are countless other foes to be overcome before the oyster will have anything like an idyllic existence.

"The oyster, as most people know it, is as immobile as a turnip; but in its infancy it swims freely, altho feebly, and before it settles down it may wander far from the parental locality.

"The embryo oyster is so small as to be just visible to the naked eye. This embryo soon becomes covered with microscopic fleshy bristles, which, beating in unison, give it some power of locomotion, tho they are servicable chiefly in suspending it in the water and bringing it within reach of the tidal currents on which it travels.

"After a brief career of travel, a tiny shell begins to form, and, as the burden of this increases, a change of habit comes. The little oyster must attach itself to a support and settle down to the sedentary life of the adult, and this necessity brings one of the gravest crises of its life.

"It is hardly visible without a lens, and the thinnest film of sediment will cover and stifle it, and most of the bottom over which it has been swimming is muddy. Only oyster beds, gravel and shells, piling and similar bodies in the water present a surface sufficiently firm and clean to serve the little oyster's purpose.

"The more fortunate ones cement their shells to such objects, grow and henceforth remain where they fell—unless displaced by some external force. But for each one which becomes so attached there are unknown hybrids which fall on unsuitable surfaces and perish.

NEVER SAFE FROM ENEMIES

"But even after the oyster has found a home, its troubles are not over. It is never safe from other enemies until it falls into the hands of its arch foe—man. Schools of drumfish may grind the oysters into fragments between teeth arranged like a cobblestone pavement; starfish may appear in great hosts, and, by the muscular force of their arms furnished with rows of suckers, tear open the shells and, turning their own stomachs inside out, absorb the oyster while it still lies within the armor designed to protect it.

"The drill, a little marine snail, uses its rough tongue like a rasp, and, boring a smooth, round hole thru the helpless oyster's shell, inserts its snout and licks up the meat within—and so it goes.

"Possibly it is just such an attack from which the Willapa oysters are suffering at present.

"But these latter foes are common to all oysters—while the cold is almost exclusively the enemy of the Washington oyster, which has kept the Washington oyster in a primitive state, while the Eastern oyster has been going thru a process of evolution which makes it as different as man is from the missing link.

"The waters of the Northwest, you see, are so cold that only the spawn of the primitive, or bi-sexed oyster, can live in them—hence the Washington

oyster has never had a feminist movement.

"We have found that, when transplanted, the Eastern oyster grows more succulent in Washington waters than it does in its native home—but it won't reproduce on account of the lesser resistance of its spawn."

Chink Manufacturer Doesn't Want Money
TIEN-TSIN, China, Nov. 4.—Chao Pinching bought a lottery ticket and won \$100,000. He used the money to establish schools for boys and girls, to build a knitting factory and to aid his own knitting factory employes.

Why you can buy

HEINZ 57

at new low prices

When war increased costs all along the line we made the "57 Varieties" for current needs only—the grocer's and yours.

Now that costs are reduced we are able to put new prices into effect at once—no accumulation of high priced stocks to be sold first.

Our patrons get the benefit immediately. Grocers everywhere are pleased to list the "57" in the economic spirit of the times.

Nearly all grocers in Seattle are announcing the following prices on Heinz goods:

	SMALL	MEDIUM	LARGE
Oven Baked Beans	11 oz.—12c.	18 oz.—17c.	30 oz.—28c.
Peanut Butter	3 1/2 oz.—14c.	6 1/2 oz.—21c.	10 oz.—33c.
Tomato Ketchup	8 oz.—23c.		14 oz.—40c.
Cooked Spaghetti	10 oz.—15c.	16 oz.—21c.	30 oz.—35c.
Tomato Soup	10 oz.—15c.	16 oz.—20c.	30 oz.—38c.
Apple Butter	7 oz.—20c.	16 oz.—35c.	32 oz.—60c.
Prepared Mustard	6 oz.—14c.		
	PINTS	QUARTS	HALF GALLONS
Vinegar	27c.	42c.	80c.

Ask your retailer

IT HAS BEEN SAID



"The EYES are the gateway to the mind; the expression of the soul; the inspiration of the heart."

Ours is the sacred duty of conserving this precious gift; yours is the solemn obligation of keeping at its best this priceless heritage.

Columbian Optical Co.
1309 FOURTH AVENUE

Boils and Pimples Are Danger Signals

They Denote with Unfailing Certainty a Weakened and Impure State of The Blood

For Absolute Relief You Must Clear Your Blood of Waste Products

Modern life, with its rich foods and lack of exercise, often advertises its effects by disfiguring the skin.

Acne, small abscesses and boils are all too common. To correct the basic trouble—waste products—the blood must be purified. But don't clog your blood. Just clean it out. Nature will do the rest. Pure, rich, red blood nourishes the body and fights off disease.

S. S. S., the standard blood purifier and system builder, is the ideal remedy for skin eruptions. The effect of S. S. S. is to rid the system of the waste products which are causing the trouble. For over 50 years S. S. S. has proven to be of unusual merit. Begin taking S. S. S. today and write for 56 page illustrated booklet, "Facts About the Blood"—free.

Personal medical advice, without charge, may also be had by sending a complete description of your case. Address Chief Medical Director, Swift Specific Co., 740 S. S. S. Laboratory, Atlanta, Ga. All drug stores sell S. S. S.

The Coal of No Regrets!

LUMP COAL

\$10.50 Per Ton

EGG NUT

\$9.50 Per Ton

LARGE LUMP

\$11.00 Per Ton

Just the coal for furnace, stove and fireplace. Lowest in ash. Delivered anywhere in Seattle. Extra for carrying.

Brier Hill Coal Co.

Bunkers at 533 Terry Ave. N. Phone Capitol 4315.

You Have Known the Splendid Quality of

Chatterton Bread

for the past three years—always the best. The fine flavor, uniform baking and high food value make it worth while to carry home.

13c a Large Loaf
Two for 25c

Tasty Pumpkin, Apple and Mince Pies
Fresh, Hot Doughnuts, Cakes and Sweet Rolls
Fruit Cake now ready—and it's good old-fashioned pound for pound.

Fruit Cake, 80c lb.

Main Store: 1514 Third Avenue

Branches:

112 James Street
3408 Fremont Ave.

Leschi Park
Fine St. Market

Six rules for making good coffee

1. Keep your coffee air tight
2. Measure carefully
3. Use grounds only once
4. Use boiling water
5. Serve at once
6. Scour the coffee pot



COFFEE

the universal drink

This advertisement is part of an educational campaign conducted by the leading COFFEE merchants of the United States in cooperation with the planters of the State of Sao Paulo, Brazil, which produces more than half of all the COFFEE used in the United States of America.

JOINT COFFEE TRADE PUBLICITY COMMITTEE, 74 Wall Street, New York

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