AFFAIRS AT SOLTH OHAIIA GOSSIP ON COMMISSION ROW|YIESSAGE UN CANAL TREATY

GETTING TIRED of OTHERS' BAD FAITH



# The Story of Uneeda Biscuif 

We never tire of telling the story of Uneeda Btscuite,
Uneeda Biscult are the result of two ideas. That soda crackers coolal be masibether than they had ever been made before. That it was possible to corvery them to the homefinsh crisp and clean.

The importance of the soda cracker as an article of daily consumption made 鲛meat vacinit while to make the best soda cracker that could be made, and to place it oa the takle gas groiles it had been made.

To do the first required the selection of the best materials and the liggtest sitin Tod the second upset all traditions. The oldest bakers said there was no way to keep a soda erarkibr good. That people were satisfied to eat them stale, as they had been in the hakit of doing' And so it fell to the lot of broader minds to do this unheard of thing-to heep a podn eracker good until eaten.

The result was a beautiful royal purple and white package-that kept out the air, monature and dust ; that retained the natural flavor of $\mid$ the biscuit, keeping it ${ }_{4}$ crisp and fresh intil it reached the table.

To-day, nearly three hundred million packages of Uneeda Biscuite demand is ever increasing.

That is the story of Uneeda Blscuit. Some day we will tell it over again for the benefit of those who are still "in the habit" of brying Blscult whole, fresh and clean in an air-tight packrage.

## NATIONAL BISCUIT ${ }_{\text {i }}^{\text {T COMPANY }}$

# $\$ 50,00$ Portland, Ore., and Return, Jan. 6, 7, 8, 9 

Account of Annual Convention National Wool Growers and Live Stock Association.

Liberal stopover privileges; attractive diverse rautes; return limit January 31st.

You can include San Francisco on the retarn trip for $\$ 13.50$ additiomal.

Call or write for further information.

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