

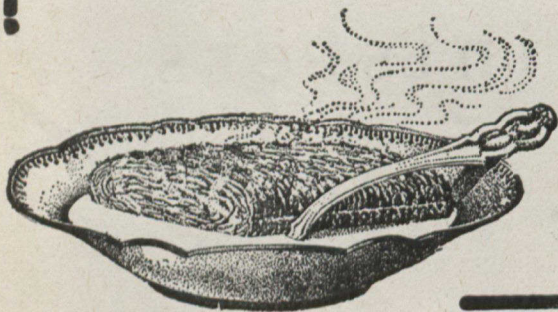
Warmth and Strength

on a cold day come from foods that are easily digested and are rich in heat-making elements. For the out-door man or the in-door man, for children to study on, to grow on, to play on, there's nothing so nourishing and satisfying as

SHREDDED WHEAT

It is better than porridges for children because they have to chew it. The crispness of the shreds induces thorough mastication, which develops sound teeth. It is the best "whole wheat bread" because it contains all the rich body-building material in the whole wheat. Delicious and nourishing when served with hot milk or canned fruits.

Made of Choicest Selected Canadian Wheat
A Canadian Food for Canadians



Made by
The Canadian Shredded Wheat Co. Limited
Niagara Falls, Ont.

Toronto Office:
49 Wellington St. East
I-74

They all want more

And no wonder! Here is a thick, nourishing, strengthening soup, prepared from specially selected beef and the finest vegetables that Irish soil can produce.

The manufacturers of Edwards' Soup are soup-makers and nothing else. They are large and close buyers, and by specialising in this way for over 25 years, they have been able to produce an assortment of soups of the highest merit at a price within the reach of all.

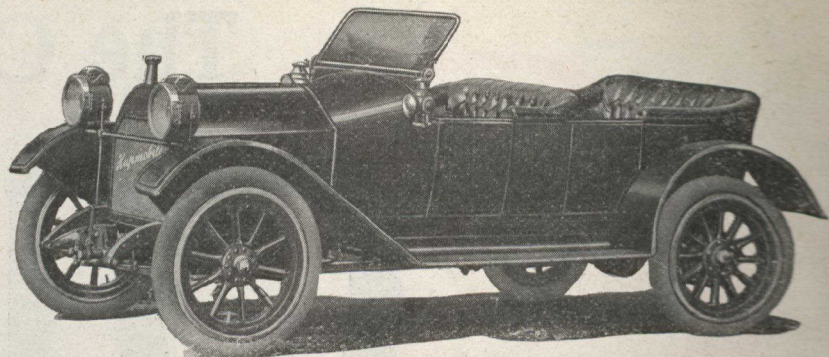
EDWARDS' DESICCATED SOUP

5c. per packet.

Edwards' desiccated Soup is made in three varieties—Brown, Tomato, White. The Brown variety is a thick, nourishing soup prepared from best beef and fresh vegetables. The other two are purely vegetable soups.

Edwards' Soup, too, is also an excellent addition to your own soups. It imparts strength, colour, nourishment and flavour; it improves the skill of those who make, and the appetites of those who eat. Edwards' Soup is made in Ireland.

S. H. B.



Hupmobile Long Stroke "32" Five-Passenger Touring Car—\$1,000 F.O.B. Windsor, including equipment of windshield, gas lamps and generator, oil lamps, tools and horn. Three speeds forward and reverse; sliding gears. Four-cylinder motor. 3 1/4-inch bore and 5 1/2-inch stroke. Bosch Magneto. 106-inch wheelbase. 30 x 3 1/2-inch tires. Color—Standard Hupmobile blue.
Hupmobile Runabout, \$850 F.O.B. Windsor, fully equipped.

Not an ordinary \$1,000 car but a \$1,000

Hupmobile

Not an ordinary \$1,000 car either outwardly or inwardly—as the picture and the summary of special features will quickly disclose.

A car of infinite refinement, which proves conclusively that a low price need not be accompanied by crudity of construction.

The product of a plant which has always looked higher than its own price for inspiration—which has always sought to give the most in merit; not merely the least in price.

A result made possible by a skilled organization held intact since its inception under the leadership of E. A. Nelson, who designed the original Hupmobile; by shop-generalship of the highest order, striving continuously to surpass its own previous ideals.

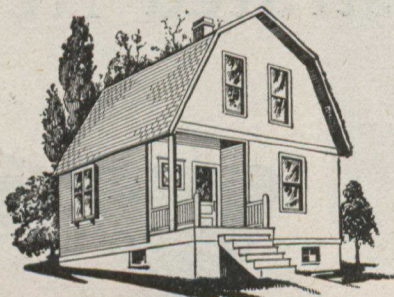
\$2,500 FEATURES IN THE \$1,000 HUPMOBILE.

- Small-bore, long stroke motor;
- Cylinders cast en bloc;
- Valves enclosed;
- Three-bearing crankshaft;
- Bronze bearings lined with babbitt;
- Transmission gears large enough for 40 h.p. car;
- Full-floating rear axle of extreme strength;
- Multiple disc clutch, with 13-inch plates;
- Imported Coventry chain to drive camshaft and magneto;
- Hyatt and F. & S. Imported Annular High Duty roller bearings in the transmission;
- Bower High Duty roller bearings on the wheels;
- Standard Imported Bosch magneto.

Hupp Motor Car Company, 1235 Jefferson Ave., Detroit, Mich.

Canadian Branch Factory: WINDSOR, ONT.

\$622 Buys ALL The Material For This Remarkable 5-Room Dwelling



Built any other way it would cost you at least \$1,000. We save you architect's fees, builders' delays and three or four profits by shipping direct to you from our mills.

Everything Cut to Fit, Ready To Nail—At Mill Prices

We furnish everything—lumber trimmed, fitted and marked, roofing, doors, windows, glass, plaster board, interior trim and finish, hardware, even the nails and paint. Also plans, blue prints and detailed building instructions—all so clear you can build it yourself in a few days.

Build Readi-Cut Way. Saves 50%

Sovereign Houses are not the portable kind, but are built like any other well-constructed, warm, substantial building. Our plan is not an experiment. It will pay you to investigate.

Book of 60 House Plans FREE

We'll gladly send you a book full of photos, plans and detailed descriptions of more than 60 attractive homes that you can build with most economy the Readi-Cut way. Send 2-cent stamp and ask for Book No. 48

Other Houses, Cottages, Bungalows, Garages, Barns, Stores, Schools, \$175.00 Up.

Houses from 2 to 12 rooms, at the wholesale cost of the material. You can see exactly what the completed house looks like and know exactly its entire cost. No extras. No delays. Shipped anywhere, promptly.

Sovereign Construction Co., Limited, 848 Lumsden Building TORONTO

The Boy on the Farm

Should start a systematic savings account in early years. He not only builds up a cash reserve, but also establishes a reputation with his banker of being a thrifty man. This will stand him in good stead should he require financial assistance in future years.

Capital and Surplus
\$6,650,000



Total Assets
\$52,000,000

THE TRADERS BANK

113 Branches in Canada.