Who's to Blame for the
High Cost of Food?
It may be the farmer, it
may be the middleman, it
may be the weather-but
never mind-you have
Shredded Wheat at the
same old price, the same
high quality, the one per-
fect, complete food, sup-
plying more real nutriment
than meat, or eggs, or veg-
etables, costing much less
and more easily digested.
Cut out the high-price foods.
Eat Shredded Wheat for
breakfast with milk or
cream. Eat it for dinner
with stewed fruits and green
vegetables. A deliciously
nourishing meal for only a
few cents. Made in Canada.


How An Englishwoman Tran













 beantifirut bows, slender-necked botlles
and exulisite vases,
all buained

 France during the parple season of
he vintage. You can see the won ineyards, bearing their baskets Or frrom a fruit bowl, through which
Ones the ded lemone, you get $t$ a vision of the scent. ed Lemon groves in Italy; while in granne of an English country lane
cems stored, so vivid is the impres slon kiven you of pure, unclouded


$\xlongequal[\text { Before starting the youngsters }]{\substack{\text { Nine pounds is the weight of the } \\ \text { Sermen rifle. }}}$ to school give them a piping hot Instant Postum School teachers, doctors and food experts agree on two
points-that the child needs a
hot drints and that the drink shouldn't be tea or coffee.
Pootum fills the need admir ably and its very extensive use coupled with the child's fondness for this flavory, nourishing
food-drink, show how completely it meets the requirement.

## "There's a Reason"

No change in price, qualify or sizz of package.


