Somebody’s Folly

What folly it is to select our wheat—
Then wash and brush and scour it—
Then grind it 20 times—
Then sift it 10 times through silk.

What folly it is, by all these precautions, we don’t get a flour that is better than others.

But, if we do get it, what folly it is for housewives not to insist on this Gold Medal Flour.

Which of us makes the mistake?

Gold Medal Flour has come to outsell every other flour in existence.

Just because we take those precautions.

And because millions of housewives, after countless comparisons, have discovered the merit of Gold Medal Flour.

Now they use in their baking just this cream of the flour—just these sifted-out granules—just

Washburn-Crosby’s

GOLD MEDAL FLOUR

Long Way from Puffinhouse

What a relief it must be to all housewives

Maybe It’s You

That’s Out of Sorts

—the world is all right—that’s certain!

If coffee drinking has put you out of time (it does many) until the world looks gloomy, let some sunshine in by a change to well-made

POSTUM

It has helped thousands—why not you?

The change is easy and pleasant when Postum is made right—that is, boiled full 15 minutes after boiling begins.

Good Postum has a fine color, delicious flavour, and the rich, nourishing food elements for rebuilding brain and nerves.

With mental poise and the body swinging along smoothly, life is worth living.

Ten days’ trial shows.

“There’s a Reason” for

POSTUM

Postum Cereal Co., Ltd., Battle Creek, Mich.