Will Not be One Day Without PE-RU-NA


## Why pay

 high prices for coffee when POSTUM CEREALcosts less and is better for you!
There's been no raise in price.
Usually sold at $15^{\$}$ and $25^{\$ 1}$ Postum Cereal Co. Battle Creek, Mich

## WASIIINGION CITY

 SIDETGIITS良R,
U. S. May Loan You Money on Your Liberty Bonds


Compulsory Military Training in the U. S. Senate







Virtue Its Own Reward, Even in the Wilderness



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## How Competition Helps You

The competition that exists among the hundreds of meat distributors, large and small, means

> Rivalry in Prices
> Rivalry in Service Rivalry in Economy Rivalry in Quality

Swift \& Company sells meat at the lowest possible price, consistent with quality and service. Our profit of only a fraction of a cent a pound on all products is evidence of keen competition.
Swift \& Company must provide the best service to your dealer or he will buy from our competitors. This means a supply of fine fresh meat always on hand for you at your dealer's.
Swift \& Company must keep down manufacturing and selling costs, and use all by-products to avoid waste, or else lose money meeting the prices of competitors who do
Swift \& Company must make its products of the highest quality, or see you turn to others. This means bet ter meat for you and a greater variety of appetizing, wholesome food.
We are as glad for this competition as you should be. It helps to keep us on our mettle.

Swift \& Company, U.S.A.


DR. BRADBURY, DENTIST





