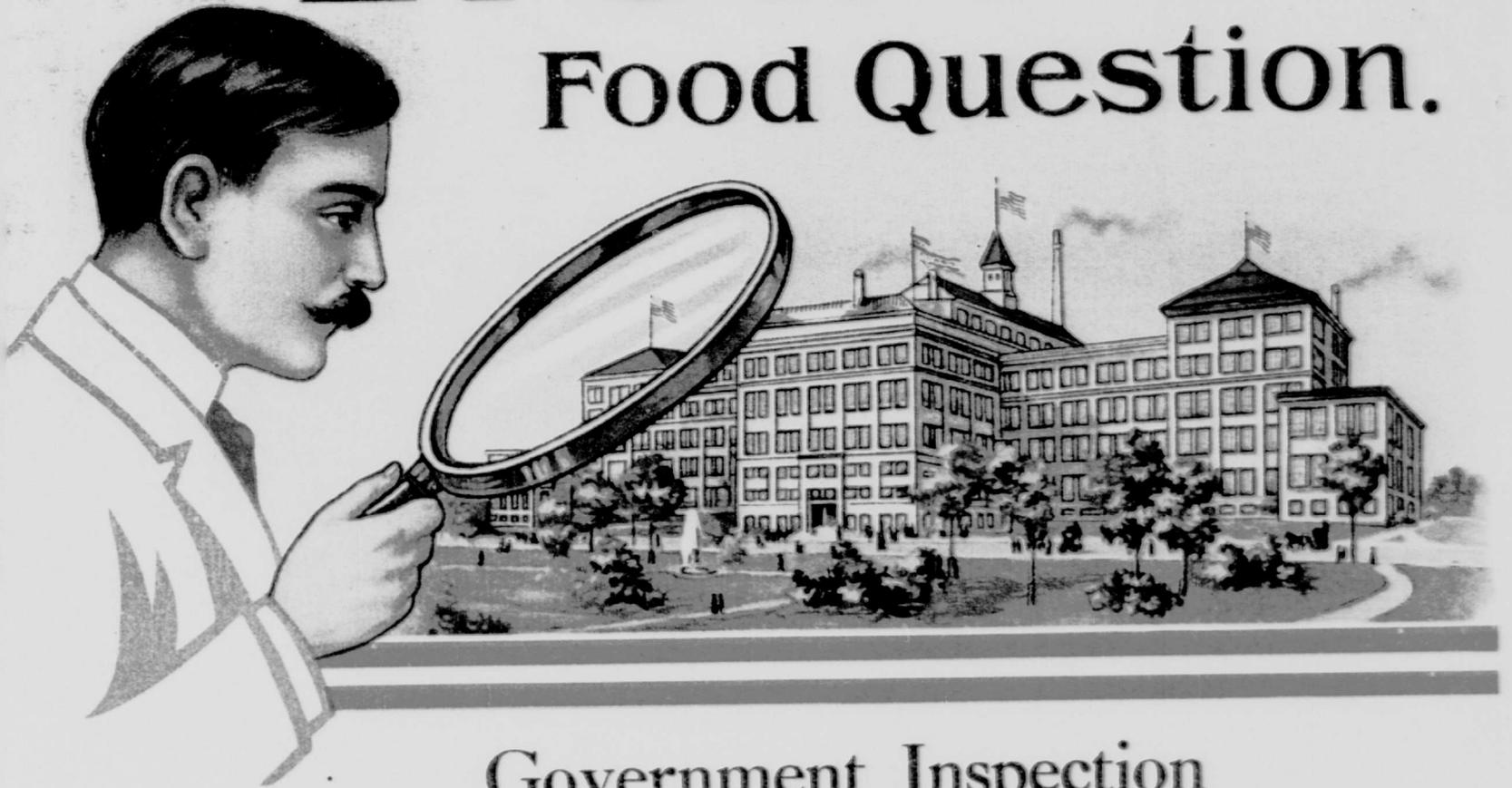


LIGHT ON THE Food Question.



Government Inspection

is good, but public inspection is better. We invite both.

We have always believed in the "open door" in food manufacture. Every step in the process of manufacturing

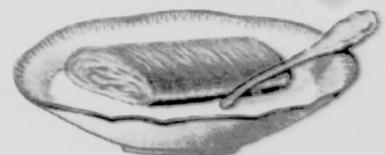
Shredded Wheat Biscuit and Triscuit

is open to the public. Our plant is visited every year by nearly 100,000 persons. It required no change in our package to comply with the new National Pure Food Law.

Shredded Wheat is the whole wheat and nothing but the wheat—all its muscle-making, brain-building elements made digestible by steam-cooking, shredding and baking.

Human ingenuity will never devise a process that will make corn or oats as digestible or as nutritious as whole wheat—the food of the human race for 4,000 years.

A breakfast of SHREDDED WHEAT BISCUIT with hot or cold milk or cream will supply the energy for a whole day's work. TRISCUIT is the same as the Biscuit, except that it is compressed into a wafer and is used as a TOAST for any meal, instead of white flour bread. At all grocers.



The Natural Food Co., Niagara Falls, N. Y. "It's All in the Shreds"