

# Food sense and Food cents



There's food sense—and food cents. If you mix brains with your eating you are interested in food facts and food cost.

Science and human experience for four thousand years have proven beyond question that the one perfect food for man is the whole wheat. It contains all the material for making healthy tissue, good brain and sound bones

In SHREDDED WHOLE WHEAT all this material (which is largely discarded in the making of white flour) is retained and made digestible by steam-cooking, shredding and baking.

A report issued by the Michigan State Agricultural College states that ten cents' worth of SHREDDED WHEAT BISCUIT contains nearly two and a half times as much real nutritive material as sirloin steak and about four times as much nutritive value as ten cents' worth of eggs.

Two SHREDDED WHEAT BISCUITS with a pint of milk, a little cream and a little fruit for breakfast will supply all the energy needed for a half day's work—at a total cost of five or six cents.

When cooks fail, and servants fail and the pocket-book fails there is Shredded Wheat to lean upon in every emergency. It is ready-cooked, ready-to-serve, wholesome, strengthening, satisfying. Contains more nutriment than corn or oats and is much more easily digested.

**Shredded Wheat is made of the choicest white wheat that grows, is cleaned, steam-cooked, shredded and baked in the finest and cleanest food factory in the world. If you like the BISCUIT for breakfast you will like toasted TRISCUIT (the Shredded Wheat Wafer) for luncheon or other meals. It is used in place of white flour bread and is delicious with butter, cheese or marmalades.**



**THE NATURAL FOOD COMPANY,  
Niagara Falls, N. Y.**

**"It's All in the Shreds"**