

"The Noonday Lunch Army"



Do You Belong To It?

If you are a worker in the shop, in the office, or in the home you should eat a food that contains the phosphates and nitrates—the brain and muscle-makers—prepared in a digestible form.

Many of the foods that are advertised as "builders of brawn and brain" are merely makers of fat. The ideal food for the desk man and for all indoor workers is



Shredded Whole Wheat

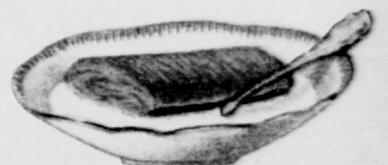
It contains in well balanced proportion the elements that build bone, brain and muscle and these are made digestible by steam-cooking, shredding and baking.

Two Shredded Wheat Biscuits (heated in oven) for lunch with "half and half" will supply all the energy needed for a half day's work and leaves a feeling of stomach comfort and satisfaction.

Shredded Wheat with strawberries, raspberries or other fresh fruits and cream forms a lunch that is deliciously wholesome and nourishing. Try it tomorrow.

TRISCUIT, the Shredded Wheat TOAST, is crisp, snappy and nourishing—just the thing for light luncheons, picnics or excursions.

Shredded Wheat contains no baking powder, yeast, fats or chemicals of any kind. It is not "flavored" or "compounded" with anything. It is just pure whole wheat cleaned, steam-cooked, shredded and baked. Made in the cleanest, finest, most hygienic food factory in the world, a plant that is visited every year by nearly 100,000 persons from all parts of the habitable globe.



The Shredded Wheat Company, Niagara Falls, N. Y.

Formerly The Natural Food Co.

"It's All in the Shreds"