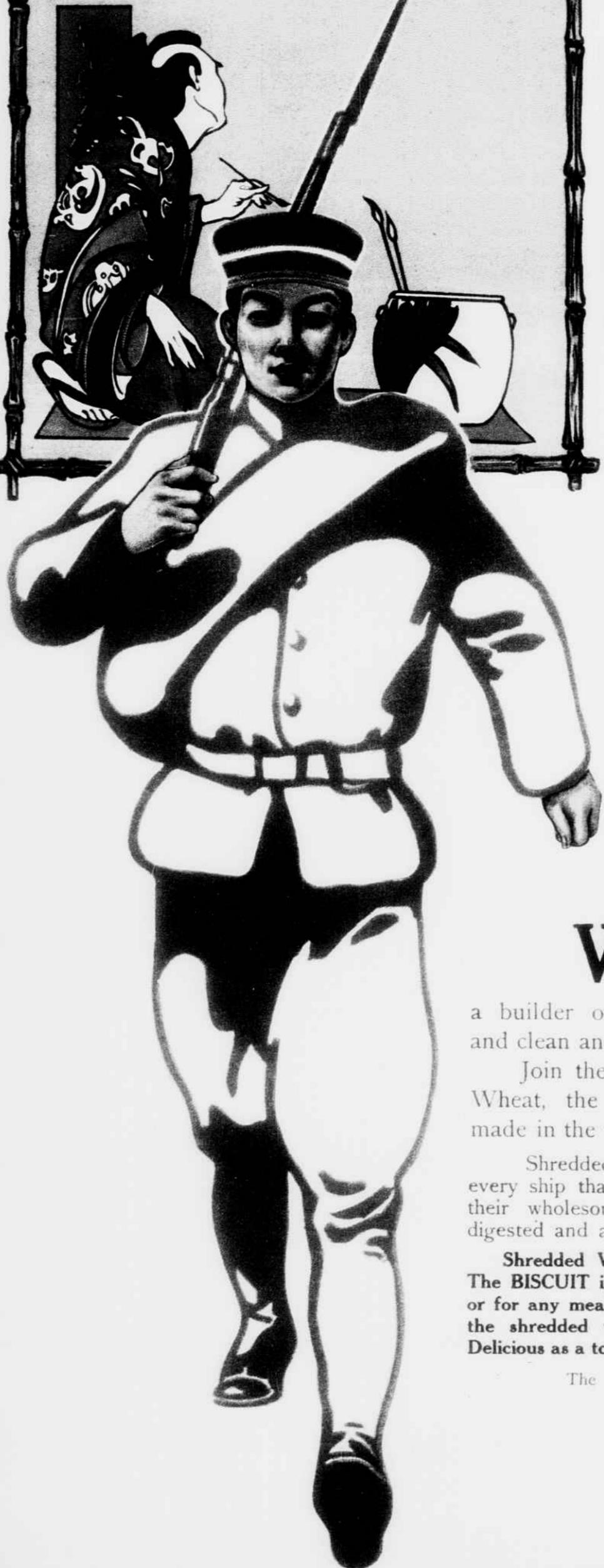


The Plucky Little Jap



illustrates the triumph of cereal foods in the building of a sturdy and industrious race. The Jap lives on cereals and dried fish. His "army biscuit" is one-fourth rice and three-fourths wheat.

In the making of history Wheat has always triumphed over Meat.

But when you eat a wheat food be sure you are getting the whole wheat in digestible form. That's

Shredded Wheat Biscuit

a builder of brawn and brain—keeps the stomach sweet and clean and the bowels healthy and active.

Join the "Pure Food Movement" by eating Shredded Wheat, the cleanest, purest, most nutritious cereal food made in the world.

Shredded Wheat Biscuit and Triscuit are served on nearly every ship that sails salt or fresh water seas—a convincing proof of their wholesomeness and digestibility. The porous shreds are digested and assimilated when the stomach rejects all other foods.

Shredded Wheat is made in two forms, BISCUIT and TRISCUIT. The BISCUIT is delicious for breakfast with hot or cold milk or cream, or for any meal in combination with fruit or vegetables. TRISCUIT is the shredded whole wheat cracker, crisp, nourishing and appetizing. Delicious as a toast with beverages or with cheese or preserves.

The "Vital Question Cook Book" is free for the asking.



"It's All in the Shreds"

THE NATURAL FOOD CO., NIAGARA FALLS, N. Y.