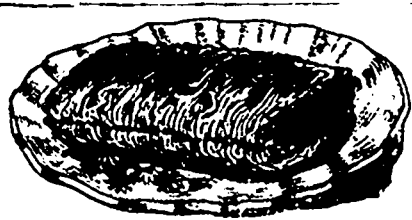




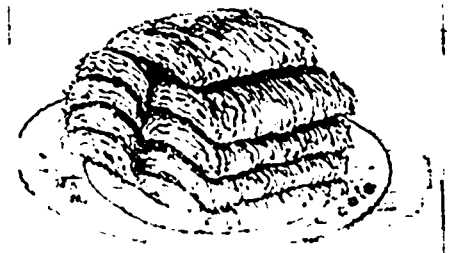
## More Light on the Problem of Pure Foods

Other questions enter into the problem of "How to Live," but after all the essential of "good living" physically is the food we eat. It has well been said: The power to succeed comes from living in harmony with natural laws. Of all natural laws none are more disregarded than those in respect to the food we take. Man is built out of the food he eats, and the body can be no better than the material that enters into its construction.

### *Shredded Whole Wheat Has Solved the Problem*



It is natural for men to be strong and vigorous, physically, mentally and morally, and nothing but natural food will make this condition possible.



SHREDDED WHEAT is the most natural of all foods, consisting of the whole wheat berry (nothing added) made light and short by mechanical shredding and thorough cooking.

### *Shredded Wheat Biscuit*

is the popular form into which SHREDDED WHEAT is made. Thousands of families have no other bread in the house. They not only use the biscuit as a breakfast cereal, but it is used as the basis in the preparation of innumerable other dishes.

For the sake of every member of the family, resolve on getting from your grocer SHREDDED WHEAT, and drop us a postal and we will be glad to send you, free of any cost, our valuable booklet, "The Vital Question," with 262 recipes.

**THE SHREDDED WHEAT CO.**  
Corner Church & Front Streets, TORONTO, CANADA