



# HERE I AM AGAIN

WITH YOUR FAVORITE BREAKFAST FOOD—

# “FORCE”

“THE FOOD THAT FITS ITS NAME”

It was always good enough—but now it's better than ever—the most palatable and the most wholesome flaked wheat food on the market.

“FORCE” is made of the choicest wheat that grows—steam cooked, malted, rolled into thin flakes, and thoroughly baked.

“FORCE” is the LIFE OF THE WHEAT scientifically blended with the SOUL OF THE BARLEY-CORN. It is the PRE-DIGESTED ENERGY of the two great life-giving cereals—the food of the human race for thousands of years.

The crispness of the flakes compels thorough mastication, which makes it a good food for children. It contains all the elements for properly building sturdy little bodies—fitting them for study or play.

“FORCE” is made into such thin and delicate flakes that it is apt to absorb moisture when exposed to the air. If you like it real crisp it is best to pour it into a pan and warm it in the oven until the crispness is restored. Then serve in large dish with cream, piling the flakes in one side of the dish and pouring the cream in the other side, dipping the flakes as eaten.

ASK YOUR GROCER FOR IT—NO OTHER FLAKED WHEAT FOOD IS “JUST AS GOOD.”

