

# "Don't Strike Out"

The man who fans the air without hitting anything will soon be out of the game. Get strength for the Game of Life by eating

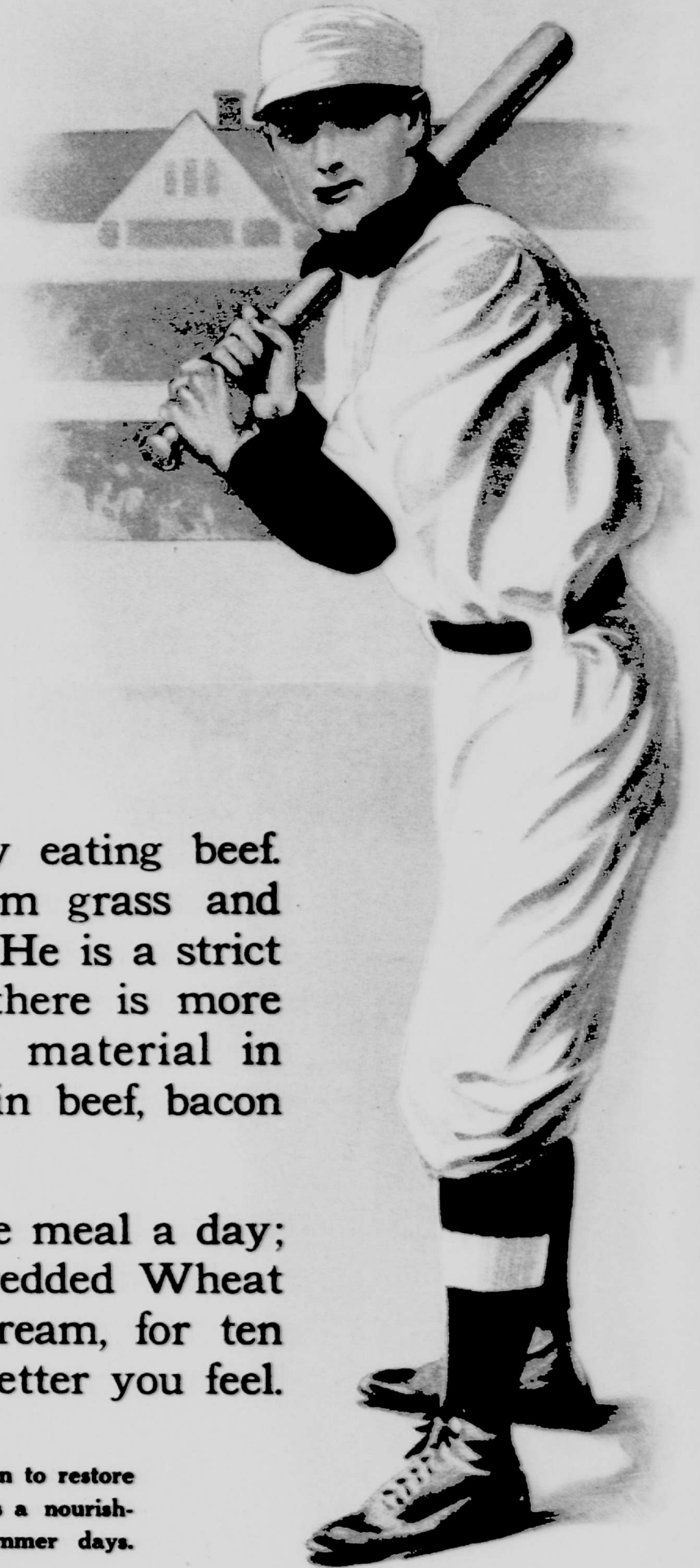
## SHREDDED WHEAT

at least once a day all the year 'round. It contains all the muscle-making material in the whole wheat made digestible by steam-cooking, shredding and baking.

Many persons imagine they can get "strong as an ox" by eating beef. The ox gets his strength from grass and cereals. He doesn't eat meat. He is a strict vegetarian. Pound for pound there is more muscle-making, brain-building material in Shredded Wheat Biscuit than in beef, bacon or eggs.

Confine your meat-eating to one meal a day; Cut out soggy pastries; try Shredded Wheat for breakfast, with milk or cream, for ten mornings and see how much better you feel.

Shredded Wheat Biscuit, (heated in the oven to restore crispness) with sliced peaches and cream, is a nourishing and wholesome dish for the hot Summer days.



All the Meat of the Golden Wheat

MADE BY

THE SHREDDED WHEAT COMPANY, Niagara Falls, N. Y.