



Brain Power

Is what wins now-a-days. Brute force can not compete with well-nourished "gray-matter."

Grape-Nuts

food, made of whole wheat and barley, is the ideal brain and nerve food. It is quickly digested, and the phosphate of potash (grown in the grains) combines with albumen in the system to form new brain and nerve cells.

If you wish "power" in the world, feed your brains.

"There's a Reason"

POSTUM CEREAL CO., Ltd., Battle Creek, Mich., U. S. A.

When writing to Advertisers kindly mention "THE WORLD TO-DAY."