



## Build What You Build, Well

Build your body cell by cell, WELL. Use properly selected FOOD. That is the material, and, as the builder of a building selects the best brick and mortar, so you should select the very best material the world affords from which to build your body.

Nowadays we have that material right at hand chosen by an expert.

# Grape-Nuts

Food is made from the certain selected parts of Wheat and Barley which supply the Phosphate of Potash that stimulates with Alkalies and makes the soft gray matter in the nerve cells and brain to perfectly rebuild and sustain the delicate nervous system upon which the whole structure depends, and the food is so prepared in manufacture that babe or athlete can digest it.

"There's a Reason" and a profound one for GRAPE-NUTS.

Postum Cereal Co., Ltd., Battle Creek, Mich., U. S. A.