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HELPS PRODUCE ENERGY
A daily supply of Vitamin B₁ helps convert food into energy.

PROMOTES GROWTH
Food authorities say that Vitamin B₁ is essential to growth.

STIMULATES APPETITE
When Vitamin B₁ is lacking, science proves, the appetite lags.

IN THIS WHOLE WHEAT BREAKFAST MILLIONS GET
Vitamin B₁ as *NATURE* provides it

and in one delicious dishful, 7 other needed food values*

More than 1/3 of the minimum adult requirement of Vitamin B₁ (nearly 1/2 the child requirement) comes to you in 2 National Biscuit Shredded Wheat with a cupful of milk.

And in this refreshing dishful, with its Vitamin B₁, you get also *seven* of the other vital food essentials. For instance, National Biscuit Shredded Wheat is a good source of Vitamin B₁ and phosphorus, and milk is a good source of calcium and phosphorus. The panel below tells the whole story. When eaten with stewed

prunes, bananas or other fruit, you get even more of the vitamins and minerals.

National Biscuit Shredded Wheat is made of 100 per cent whole wheat. The vital wheat germ, natural vitamin source, is included.

From America's golden wheat fields we take our grain. The pure, cleansed kernels are softened in steam to the bursting point, and pressed into delicate, filmy strands to bring out all their goodness, then made into biscuits and baked brown, to just the right degree of crisp-

ness. From the sun-swept fields to your breakfast table come the flavor and food values of whole wheat, in Nature's own way.

Be sure of getting your Vitamin B₁ as Nature provides it. It is well to ask for this grand cereal by the full name—National Biscuit Shredded Wheat, in the familiar National Biscuit package.

Baked by "NABISCO"
NATIONAL BISCUIT COMPANY

NATIONAL BISCUIT SHREDDED WHEAT

The Original NIAGARA FALLS PRODUCT
NATIONAL BISCUIT COMPANY
ADDRESS: NEW YORK, N.Y.

3 Delicious Ways To Serve It

1. Slice a ripe banana over the biscuits and pour on milk or cream. Sweeten to taste.
2. For a hot breakfast, dip the biscuits quickly into hot water, drain, and serve with hot or cold milk and your favorite fruit.
3. Crumble the biscuits and toast lightly in the oven. Serve with brown sugar and hot or cold milk.

FREE NEW RECIPE BOOK.
33 delicious, novel ways to serve National Biscuit Shredded Wheat are revealed in this attractive book—"The Whole Wheat Way to Better Meals."
Address: "Nabisco," National Biscuit Company, Dept. L, Station O, New York City.

** See for yourself, what this grand breakfast means to your family!*

Analyses show the following nutrients naturally present in 2 National Biscuit Shredded Wheat served with a cupful of milk:

VITAMIN B ₁	Over 1/3 the daily minimum adult requirement
CALCIUM	Over 1/3 the daily minimum adult requirement
PHOSPHORUS	Over 1/2 the daily minimum adult requirement
IRON	Over 1/5 the daily minimum adult requirement

There is also a generous part of the daily energy requirement (CARBOHYDRATES and PROTEINS) and other nutritional necessities including VITAMIN A and VITAMIN G.