

## The Latest Step Forward

 In Cereal Foods> Great activity and interest were manifest in the production of choice cereal foods during the latter part of the nineteenth century. And the twentieth century has so far shown progressive effort towards the better and best.
> The founder of the Youth Era Industry, a physician, who for over half a century had made the subject of human food a matter of study and experiment, read from the book of nature that starch found in cereal foods is not assimilated by the system until changed into dextrine, which imposes no undue tax upon the digestive process.
> It matters not what the form or kind of ailment-constipation, brain fag, nerve exhaustion, high blood pressure, etc.- the use of Youth Era Cereal Foods is found to be a necessity by all who would reach any degree of freedom from the effects of undigested nutritive matter in the alimentary tract.
> Youth Era Breakfast Food affords abundant nutrition and secures complete assimilation.
> It sustains, because it feeds every tissue of the body.
> It has a sweet, pleasant taste, yet none of its virtues have been sacrificed merely to afford flavor.
> In the search for high grade cereals, experiment was made in the grain growing regions of the states, also Canada and Russia.
> Returning to Nebraska, her soil was found to produce grains of such superior quality that we exclaimed "Eureka"-We have found the best.

## Trylt for Your Health's Sake

FOR SALE BY YOUR GROCER
10 Cents a Package
Yellow Box
Handled Through The Leading Local Jobbers.

## A New Omaha Industry---Help Us Grow With Growing Omaha

## Youth Era Industry <br> CEREAL HEALTH FOODS

