

If You Like a Little Quiet Fun

Ask some pompous person if Grape-Nuts Food helps build the brain.

Chances are you get a withering sneer and a hiss of denunciation.

Then sweetly play with the learned toad.

Ask him to tell you the analysis of brain material and the analysis of Grape-Nuts.

"Don't know? Why, I supposed you based your opinions on exact knowledge instead of pushing out a conclusion like you would a sneeze."

"Well, now your tire is punctured, let's sit down like good friends and repair it.

The bulky materials of brain are water and albumin, but these things cannot blend without a little worker known as Phosphate of Potash, defined as a "mineral salt."

One authority, Geohegan, shows in his analysis of brain, 5.33 per cent total of mineral salts, over one-half being Phosphoric Acid and Potash combined, (Phosphate of Potash) 2.91 per cent.

Beaunis, another authority, shows Phosphoric Acid and Potash (Phosphate of Potash) more than one-half the total mineral salts, being 73.44 per cent in a total of 101.07.

Analysis of Grape-Nuts shows Potassium and Phosphorus (which join and make Phosphate of Potash) is considerable more than one-half of all the mineral salts in the food.

Dr. Geo. W. Carey, an authority on the constituent elements of the body, says: "The gray matter of the brain is controlled entirely by the inorganic cell-salt, Potassium Phosphate (Phosphate of Potash). This salt unites with albumin and by the addition of oxygen creates nerve fluid or the gray matter of the brain. Of course, there is a trace of other salts and other organic matter in nerve fluid, but Potassium Phosphate is the chief factor, and has the power within itself to attract, by its own law of affinity, all things needed to manufacture the elixir of life."

Further on he says: "The beginning and end of the matter is to supply the lacking principle, and in molecular form, exactly as nature furnishes it in vegetables, fruits and grain. To supply deficiencies—this is the only law of cure."

Brain is made of Phosphate of Potash as the principal Mineral Salt, added to albumin and water.

Grape-Nuts contains that element as more than one-half of all its mineral salts.

Every day's use of brain wears away a little.

Suppose your kind of food does not contain Phosphate of Potash.

How are you going to rebuild today the worn-out parts of yesterday?

And if you don't, why shouldn't nervous prostration and brain-fag result.

Remember, Mind does not work well on a brain that is even partly broken down from lack of nourishment.

It is true that other food besides Grape-Nuts contains varying quantities of Brain food.

Plain wheat and barley do. But in Grape-Nuts there is a certainly.

And if the elements demanded by Nature, are eaten, the life forces have the needed material to build from.

A healthy brain is important, if one would "do things" in this world.

A man who sneers at "Mind" sneers at the best and least understood part of himself. That part which some folks believe links us to the Infinite.

Mind asks for a healthy brain upon which to act, and Nature has defined a way to make a healthy-brain and renew it day by day as it is used up from work of the previous day.

Nature's way to rebuild is by the use of food which supplies the things required.

"There's a Reason" for

Grape-Nuts

POSTUM CEREAL COMPANY, LIMITED, BATTLE CREEK, MICHIGAN, U. S. A.

FROM THE EDITOR

He Forgot That He had a Stomach

Talking of food, there is probably no professional man subjected to a greater, more wearing mental strain than the responsible editor of a modern newspaper.

To keep his mental faculties constantly in good working order, the editor must keep his physical powers up to the highest rate of efficiency. Nothing will so quickly upset the whole system as badly selected food and a disordered stomach. It therefore follows that he should have right food, which can be readily assimilated, and which furnishes true brain nourishment.

"My personal experience in the use of Grape-Nuts and Postum," writes a Philadelphia editor, "so exactly agrees with your advertised claim as to their merits that any further exposition in that direction would seem to be superfluous. They have benefited me so much, however, during the five years that I have used them, that I do not feel justified in withholding my testimony.

"General 'high living' with all that the expression implies as to a generous table, brought about indigestion, in my case, with restlessness at night, and lassitude in the morning, accompanied by various pains and distressing sensations during working hours.

"The doctor diagnosed the conditions as 'catarrh of the stomach,' and prescribed various medicines, which did me no good. I finally 'threw physics to the dogs,' gave up tea and coffee and heavy meat dishes, and adopted Grape-Nuts and Postum as the chief articles of my diet.

"I can conscientiously say, and I wish to say it with all the emphasis possible to the English language, that they have benefited me as medicines never did, and more than any other food that ever came on my table.

"My experience is that the Grape-Nuts food has steadied and strengthened both brain and nerves to a most positive degree. How it does it, I cannot say, but I know that after breakfasting on Grape-Nuts food one actually forgets he has a stomach, let alone 'stomach trouble.' It is, in my opinion, the most beneficial as well as the most economical food on the market, and has absolutely no rival." Name given by Postum Co., Battle Creek, Mich.