"NATURE IS THE SAFEST GUIDE IN EVERY ARGUMENT." BENJAMIN FRANKLIN.

IT IS NATURAL THAT EVERY POUND OF THE FRANKLIN MILLS FINE FLOUR OF THE ENTIRE WHEAT REPRESENTS A POUND OF FOOD VALUE, BECAUSE IT RETAINS ALL THE FOOD ELEMENTS IN THE WHEAT KERNEL PRECISELY IN PURITY AND PROPORTION AS STORED IN WHEAT BY NATURE.

THE FRANKLIN MILLS FINE FLOUR OF THE ENTIRE WHEAT IS MADE BY A NEW PROCESS SPECIALLY DESIGNED AND ORIGINATED WITH US. WITHOUT THIS ITS PRODUCTION IS IMPOSSIBLE. IT IS THE ONLY FLOUR IN THE WORLD THAT CONTAINS THE FULL COMPLEMENT OF BLOOD, BONE AND MUSCLE, BRAIN AND NERVE FOOD.

If your grocer does not keep it send us his name with your order.
Wheatlet is the most satisfactory of all breakfast foods because most nourishing, and most palatable because it has all the rich, nutty flavor of the wheat.

Wheat is the natural food for man. For young or old there is nothing so satisfying as Wheatlet. It is delicate, substantial and easily digested. Contains a larger percentage of nutriment than any other food.

Sold by most grocers everywhere.
Wheatlet

A DELICATE & DELICIOUS
BREAKFAST FOOD

"All of the WHEAT That's fit to EAT"

The Franklin Mills Company
Lockport, N.Y. U.S.A.