

More light / Shredded Wheat Co.

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More Light



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PAM
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Natural Food of the whole grain,
is a corrective, and a Natural Tonic.
Those who use Shredded Whole
Wheat "Biscuit" have a convenient
and delicious "Staff of Life," in all
conditions of health and age.

Avoid medicines and strengthen
the body in Nature's Way.

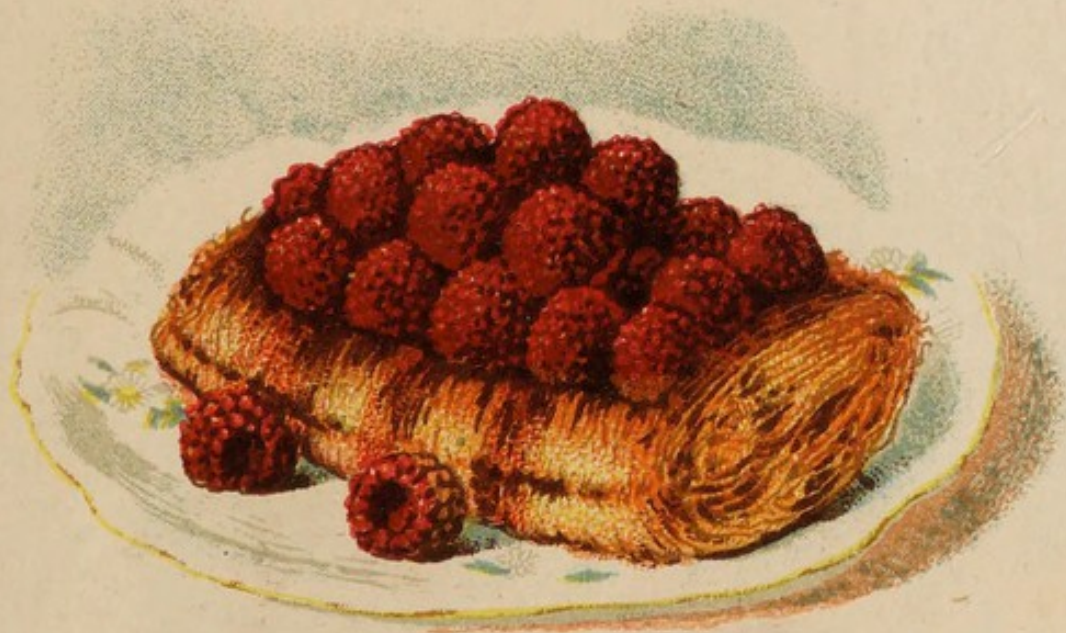
"Shredded Wheat" is not made
of whole meal; but of whole, cleaned,
boiled grains of wheat. It may be
prepared without cooking in a few
moments, and in most beautiful and
tasty dishes.



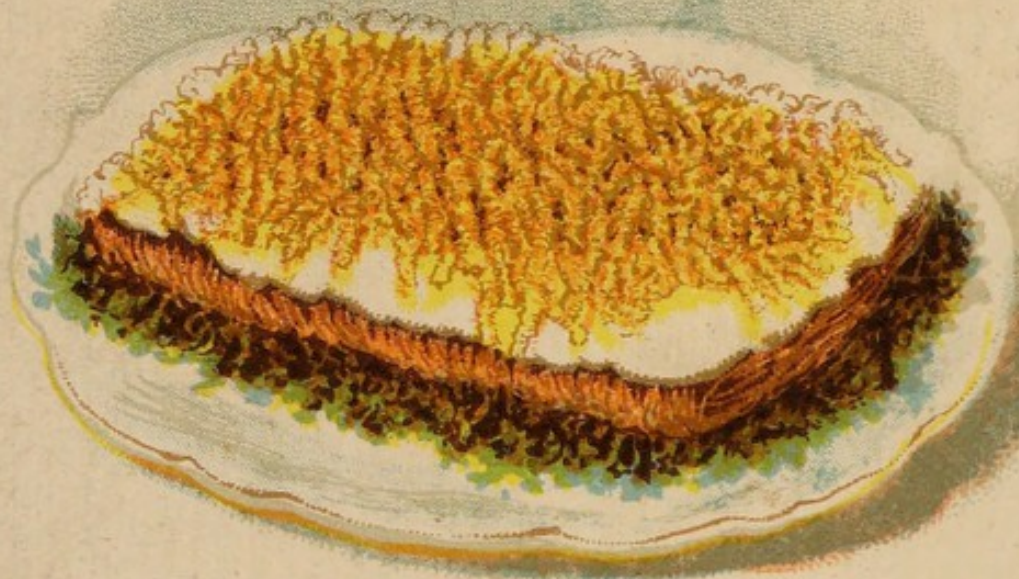
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SHREDDED WHEAT BISCUIT WITH MILK
OR CREAM.



RASPBERRIES WITH SHREDDED WHEAT BISCUIT



EGG TOAST.



FISH CHOPS WITH SHREDDED WHEAT BISCUIT.



MORE LIGHT.



Food is the body builder. If one's food is impoverished and unnatural, the body will be weak and unnatural. If one's food is good, by which is meant, containing all the properties for complete nourishment in correct proportions, pure, and thoroughly cooked, then the body may be healthy and vigorous. To be thoroughly well, one's food must contain the material that makes teeth, bone, nerve, muscle, brain,—also the material for heat and energy. The trouble is that very few persons understand how to select food containing the required properties, and it would take a long time for one to learn how to select such food from the almost endless list offered for sale. What is wanted is "More Light" on this subject.

Take only naturally organised foods, that is, such foods as grains, fruits, nuts, etc., which in their natural

state are complete in the heat-making, muscle-making, bone and nerve-making foods, and which have not been stripped of any of their nutrient properties by devices such as, in the manufacture of white flour, mixed cereals, extracts of food, etc. Natural food products contain all the properties which in the process of growth are gathered from earth and air, and are organised and compounded in Nature's perfect laboratory. Such a product is the Shredded Whole Wheat Biscuit or "Shredded Wheat" (consisting of the whole wheat grain, nothing added and nothing abstracted but the husk) made light and "short" by mechanical shredding and thorough cooking.

Shredded Wheat is easily digested but not "pre-digested." The digestive organs exist for a purpose, and any attempt to deprive them of their natural functions results in physical degeneration. Beware of so-called pre-digested and mixed foods, for they are an attempt to improve upon Nature. Shredded Wheat will overcome indigestion and constipation and nerve weakness, and will build and reorganise the body into natural and healthful conditions.

In early times the people were strong and vigorous,—they had good

teeth, bone, muscle, nerve and brain—the dentist and patent medicine vendor were unknown. But man was not content to obey the law of Nature,—and white flour, from which gluten, bran and germ are stripped, is used in almost every household in forms of bread, biscuits and pastry which are made light by chemicals, or the yeast germ, and “short” by lard or other fat; whereas the **whole wheat** grain contains in itself the *property* to make it both light and short without adding to or taking anything from this marvellously perfect food product! For man’s offence in this matter he is marked like Cain, with defective teeth, weak body, bone and nerves. He has violated a great **natural law** and is paying the penalty!

The “**Lancet**” of Sept. 22nd, 1900, stated that Shredded Wheat “though it contains the entire Wheat is free from irritating husk . . . it represents an unimpoverished natural product.”

These biscuits or “little loaves” will overcome dyspepsia, gout, and other weaknesses, will ensure good teeth, firm muscles, good nerves and strong bones to growing children, and will rid the system by natural means of impurities, also an over supply of

starchy or fatty foods which when decomposed in the body often lead to rheumatism, neuralgia, gout, etc., etc., and induce general debility and premature old age.

Natural living is the best means to the first conditions of happiness, and natural living can in nowise be enjoyed without an abundance of naturally organised foods.

“Mr. James A. Ten Eyck, the father and trainer of the now famous ‘Ned’ Ten Eyck, winner of the Diamond Sculls at Henley Royal Regatta, says: ‘For good, tough, elastic muscle, and at the same time to keep the body in good condition, there is nothing in my judgment equal to the Shredded Wheat Biscuit. This food is free from previous fermentation, as found in light breads made of fine flour, which should always be avoided. I am convinced it is a perfect food to train on, and to live largely on before training, instead of any other kind of bread or cereals. I keep Shredded Wheat in my house—would not be without it.’”—*New York Tribune.*



RECIPES.



Warm the Shredded Whole Wheat "Biscuit" to make slightly crisp, then serve with cream or milk, hot or cold, and sugar or salt to taste; or dip into a small bowl of milk, and remove at once, holding till the milk drips from one end a moment, then place the biscuit in a buttered tin; cover, and put in hot oven from three to five minutes. Remove to warm plate and serve in one of the following ways:—(a) With hot or cold milk or cream, and sugar; (b) with butter and marmalade; (c) with fruit, placing juice of fruit on top with berries or other whole fruit in season; (d) scrambled eggs or poached egg.

For young Children or Invalids, place two heaped teaspoonfuls of crushed Shredded Wheat (or better, "Granulated Wheat Shred") in teacupful of milk; boil for three minutes, stirring the while. Serve with sugar.

Custard Pudding.—Roll or crush one Shredded Wheat Biscuit very fine. Put on the bottom of a well buttered pie dish, soak with cold milk just sufficient to let the biscuit puff and swell ; let it stand while you make the custard. Make the custard of one egg, one tablespoonful of cornflour, sugar, lemon to taste, and about three-quarters of a pint of milk. Boil the custard in a double saucepan. Then add to the biscuit, mix well, stand for an hour ; stir well before it is placed in the oven to bake a light brown. Serve hot with preserve or stewed fruit.

French Pudding.—One tablespoonful of cornflour, one egg, a pint of milk, two Shredded Wheat Biscuits, sugar, jam, 10 drops of essence of lemon. Place on the bottom of a deep glass dish a layer of strawberry or raspberry jam, cut two Shredded Wheat Biscuits lengthwise into halves with a sharp knife, place the bottom halves of the biscuits on the jam, soak with a little cold milk so as to allow the biscuits to swell, cover with a little more jam, place on the upper halves of the biscuits, soak again with a little more milk, leave for five minutes. Make a custard of one tablespoonful of cornflour, one egg, 10 drops of essence of lemon, one pint of milk,

sugar to taste. Mix the cornflour to a paste with a little cold milk, being careful to get it quite smooth ; mix all the other ingredients with the rest of the milk. Place the whole in a double saucepan, cook till the consistency of cream. Pour over the biscuits ; put by in a cool place to set. Ready for use same day. Cost about 6d., enough for five people. This pudding can be made with fresh stewed fruit instead of jam.

Shredded Wheat with Jellied Apple Sandwich—Take one pint package of raspberry jelly and dissolve in one pint of boiling water. Put about $\frac{1}{4}$ inch of the dissolved jelly into a mould which has been previously chilled in cold water ; allow this to set ; now place upon this, side by side, one or two biscuits which have been cut open and filled with stewed apple. Cover with the remainder of the jelly ; set away to chill, and in serving use milk or cream, and sugar to taste.

Fish Chops.—1 tin salmon, 5 rolled Shredded Wheat Biscuits sifted, $\frac{1}{2}$ teaspoonful salt, pinch of red pepper, 1 cup white sauce, 1 well beaten egg, 1 tablespoonful water, macaroni. Drain off the oil, remove skin and bones, and pick the salmon very fine with a fork. Add salt, pepper, and 1 rolled and

sifted Shredded Wheat Biscuit, or $\frac{1}{4}$ cup Granulated Wheat Shred, mix thoroughly and bind together with the white sauce. Set away till cold, shape into chops, roll in the egg mixed with the water, then in the sifted biscuit crumbs and fry in deep fat. Place a piece of macaroni in the end for the chop bone, garnish with parsley and serve with quarters of lemon.

Milk Pudding, Baked.—In place of rice or other cereals use crumbled Shredded Wheat Biscuit or Granulated Wheat Shred.



SHREDDED WHEAT BISCUIT

BABY FOOD.



The following recipe for the use of the **Shredded Wheat Biscuit** as a baby food was written after the mother of twins, who are now three years old, related her experience with the food. Her children as infants had no other food; they now live mainly on the biscuit and milk. The address of Mrs. Charles A. Brigham, the mother of the twins, is No. 20, Preston Street, Worcester, Mass., U.S.A.

Shredded Wheat Biscuit Baby Food. 1 pint water, $\frac{1}{2}$ pint milk, 1 Shredded Wheat Biscuit, 1-16 teaspoonful salt, 2 teaspoonfuls sugar.

Bring the water to a boil, then add the Shredded Wheat Biscuit and cook slowly for fifteen minutes. Remove from the fire and add the milk, salt, and sugar, then strain through a fine cloth, pressing through all that you can. When cool, set away covered, in a cold place till needed. When ready to use, heat the required amount to 98° F. and give by means of a feeding bottle.

TESTIMONIALS.



THE GREEN, SUNDERLAND, CO. DURHAM.

June 7th, 1900.

I have used them for several weeks and find them so good, I do not eat any solid food.

J. A. P.

ENVILLE, STOURBRIDGE.

March 16th, 1900.

I have been eleven weeks without tasting bread once, my doctors strictly forbidding its use solely on account of yeast germs contained in the bread. Ordinary biscuits too, even of the best make, I feared on account of baking powders, etc., so that your Shredded Wheat Biscuit comes to me as a great boon (Name not to be used in print.)

111, NELSON ROAD, STROUD GREEN.

I have recommended Shredded Wheat particularly to those with little ones, as I find my little girl, two years old, has grown so well and strong on them.

Mrs. MAY.

46, CHESTERGATE, MACCLESFIELD.

August 15th, 1900.

My wife is a constant user of your Shredded Wheat I may add that they have cured my son of obstinate constipation. Mrs. Aspinal Wall, c/o John C. Frost, The Causeway, Maldon, Essex.

CLAREMONT VILLA, MOORELAND ROAD,
WESTON-SUPER-MARE.

I have been eating the Shredded Wheat Biscuits a twelve month and cannot say too much in their favour. They really are beyond all value to those who are unable to eat bakers' bread.

MISS WHITLEY.

THE WORLD'S BEST TOAST.



If the wheat shreds of all the rolls in a single machine of the Shredded Wheat Company's factory for one day's run were joined together, end to end, the length would be 116,297 miles,



a thread that would reach about four times around the globe and the wonder is, who eats these millions upon millions of Shredded whole Wheat Biscuit !

**Thousands of Families Have no
Other Bread in the House.**

They not only use the biscuit as a breakfast cereal and as a basis in the preparation of innumerable other dishes, but with a sharp pointed knife split them lengthwise into halves, toast to a light brown, being careful not to burn, and serve cold in place of



sliced loaf bread, and there's no better bread in the world. No yeast germs, no baking powder gases, no greasy shortening, yet you have a light short bread, and it is already baked.

When it is considered that people who eat this rational diet require no pills or patent medicine purifiers, and are well, vigorous and healthy, the great demand is understood.

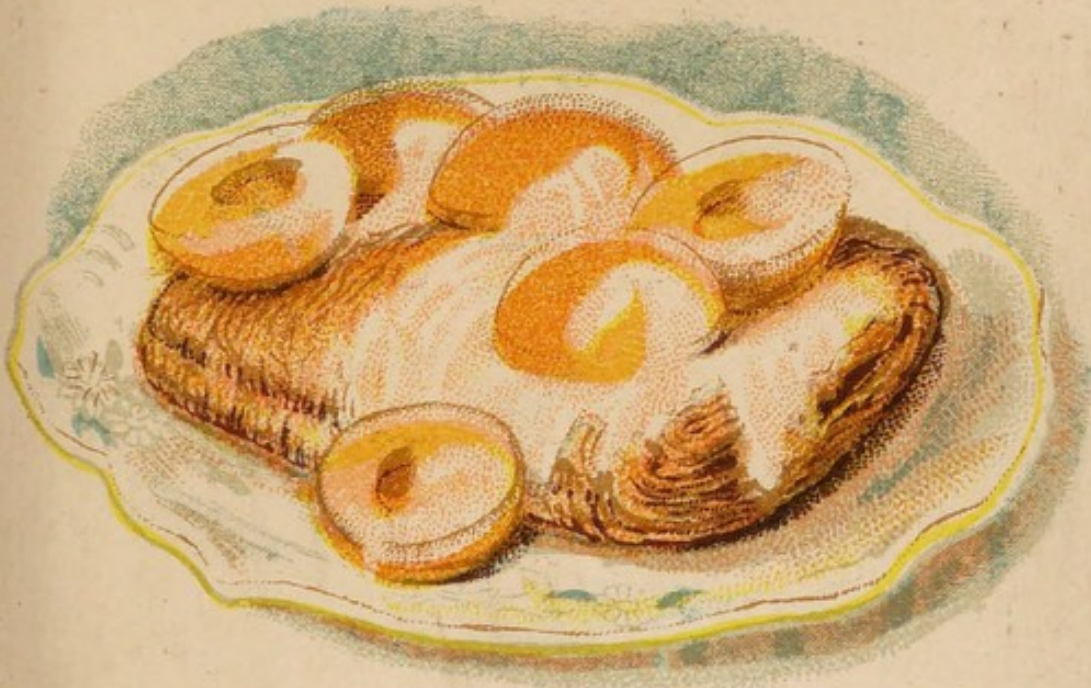


The Shredded Wheat Co. publish an illustrated cookery book, "*Vital Question*," which gives 260 American recipes for use with Shredded Wheat and Granulated Wheat Shred (a form of Shredded Wheat particularly useful in recipes where bread crumbs, porridge or gruel are used). This booklet will be sent post free to any address upon receipt of 1d. stamp, to the

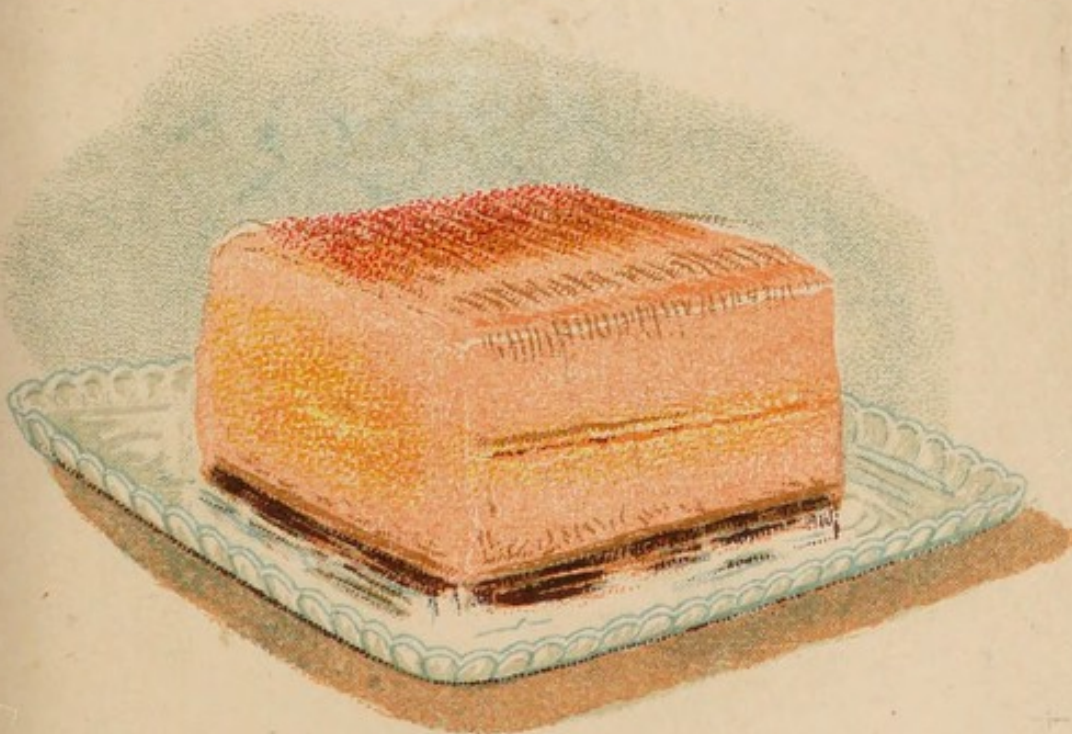
SHREDDED WHEAT CO.,

8 & 8, EASTCHEAP, LONDON, E.C.

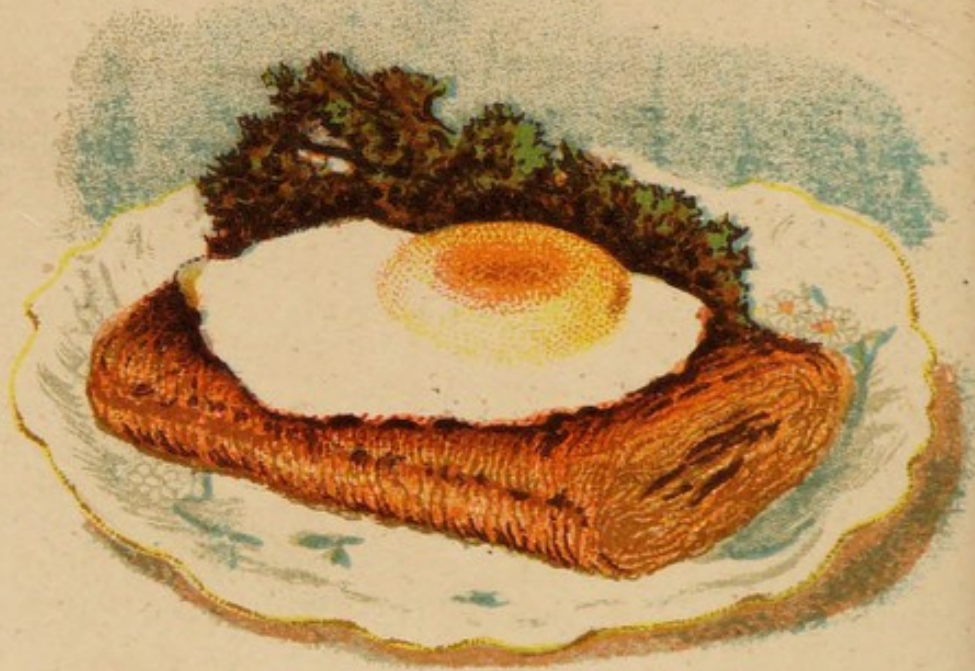




SHREDDED WHEAT BISCUIT WITH APRICOTS
AND CREAM.



SHREDDED WHEAT BISCUIT JELLIED APPLE
SANDWICH.



POACHED EGG ON SHREDDED WHEAT BISCUIT



SHREDDED WHEAT BISCUIT PLAIN.

Shredded Whole Wheat "Biscuit"
is a Natural Food, made direct from
the Machine, without the use of any
foreign substance ; light and delicate
and thrice cooked. " Shredded
Wheat " is a substitute for Porridge
in little loaves, a health bread or
basis for Sweets and Savouries. It
may be obtained of all first class
grocers.

SHREDDED
WHOLE WHEAT "BISCUIT"

For Health
& Convenience.



7^d per Packet of all Grocers

GRANULATED WHEAT SHRED for Porridge
& Breadcrumbs purposes 6^d per pack
Samples free of the SHREDDED WHEAT CO.
6 & 8, Eastcheap, LONDON, E.C.