

No Use For The Stork

if you can't feed the children properly when they come.

The perfect food for growing children is

SHREDDED WHEAT

because it supplies, in well-balanced proportion and in digestible form, every element needed for building healthy tissue, strong bones, sound teeth and good brain.

You can't build sturdy boys and girls out of corn or oats or white flour bread or pastries. A Shredded Wheat Biscuit supplies all the energy needed for work or play, for children or grown-ups, for invalids or athletes.

A Breakfast of SHREDDED WHEAT BISCUIT, with hot or cold milk or cream will supply all the energy needed for work or play. TRISCUIT is the same as the Biscuit except that it is compressed into a wafer and is used as a toast for any meal, instead of white flour bread. At all grocers.

MADE IN CANADA

THE CANADIAN SHREDDED WHEAT CO.

LIMITED

NIAGARA FALLS,
ONTARIO

