



Train Up
A Child
In The Way
He Should Go-

And When He
Is Older

"He'll Go It"

The pastry and sweetmeat habit makes pale and flabby mollicoddles of children, while too much meat develops a peevish and quarrelsome temperament. Children fed upon



Shredded Wheat

grow up into sturdy, robust and happy youngsters, with every function naturally nourished and with no craving for unnatural or improper foods. Being rich in the proteids Shredded Wheat not only builds healthy tissue and good brain but replenishes all the energy expended in study or play.

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