

Building Buster Boys

is easy if you have the right kind of building material. You can't build them out of white flour. In making modern white flour nearly all the muscle-building, bone-making elements in the whole wheat grain are discarded. All these are retained in **SHREDDED WHOLE WHEAT** and are made digestible by steam cooking, shredding and baking.

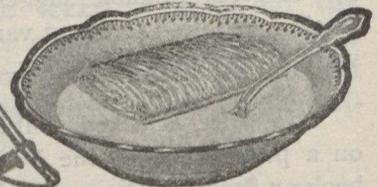
A **SHREDDED WHEAT BISCUIT** every morning for breakfast will give a boy or girl all the nutriment that is needed to grow on. It will fortify them against the diseases of childhood. **TRISCUIT** is the same as the biscuit except that it is compressed into a wafer. It is used as a toast in place of white flour bread. It makes the white flour cracker of commerce look sickly and pale.

At all grocers. Our new illustrated Cook Book is sent free.

**The Canadian Shredded Wheat Co.,
LIMITED.** 2120

NIAGARA FALLS, ONT.

TORONTO OFFICE: 49 Wellington Street, East.



"IT'S ALL IN THE SHREDS"

