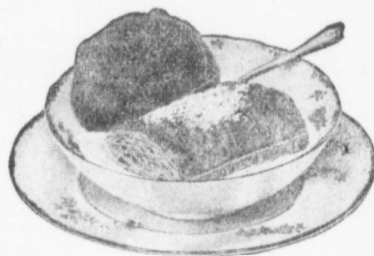


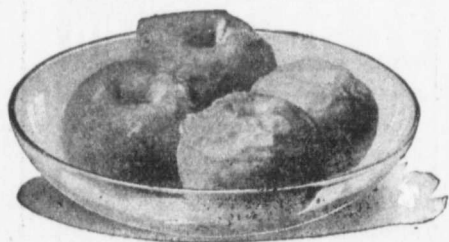
The Cost of High Living



is not in dollars and cents alone, but in the breaking down of those functions of the human body that bring health and happiness and in the depletion of those vital forces that contribute to long life. Health and high efficiency come from eating a simple, natural food like

Shredded Wheat

combined with regular habits and proper outdoor exercise. In this food you have all the body-building elements of the whole wheat grain made digestible by steam-cooking, shredding and baking. "War prices" need not affect the cost of living in the home where Shredded Wheat is known. Always the same in price and quality.



Two Shredded Wheat Biscuits with hot milk and a little cream furnish natural warmth for a cold day and supply all the nutriment needed for work or play. Delicious for any meal in combination with baked apples, sliced bananas, canned peaches, pears or any fruit.

"It's All in the Shreds"

The Canadian Shredded Wheat Co., Ltd.
NIAGARA FALLS, ONT.

Toronto Office: 49 Wellington St. East