



No Use For The Stork

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

The perfect food for growing chil-
dren is

SHREDDED WHEAT

because it supplies, in well-balanced propor-
tion 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.**

The Canadian Shredded Wheat Company

LIMITED

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