

## Putting the "Eat" in Whole Wheat

The whole wheat grain is without doubt the most perfect food given to man. But you don't want to eat raw wheat—it would be imperfectly digested if you did it. Whole wheat bread made of so-called "whole wheat flour" is not much better. It serves to stimulate peristalsis (bowel movement), but the body gets little or no nutriment from it. All the nutritive elements in the whole grain are supplied in a digestible form in

## SHREDDED WHEAT

It is the shredding process that put the "Eat" in Shredded Wheat. Try one or more of these crisp, delicious little loaves of baked wheat for breakfast with milk or cream.

**Your Grocer Sells It**

**MADE IN CANADA**

From the Choicest Canadian Wheat by

**The Canadian Shredded Wheat Company, Limited**  
**Niagara Falls, Ontario**

TORONTO OFFICE : 49 WELLINGTON STREET EAST

