



The JOYS of CHRISTMAS

are not all in the "Christmas stockings." They come from a mind and body that have reached the top notch of youthful buoyancy and strength through wholesome and natural foods—foods that are rich in the elements that build healthy tissue, strong bones, sound teeth and good brain. The perfect food for growing children is

Shredded Whole Wheat

because it supplies in an easily digested form every food element that is needed to completely nourish and strengthen every part of the body. Its crispness compels mastication, which not only makes sound teeth, but insures complete digestion.

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.

"IT'S ALL IN THE SHREDS"

MADE IN CANADA

The Canadian Shredded Wheat Co., Limited, Niagara Falls, Ont.

