

Eating By the Watch

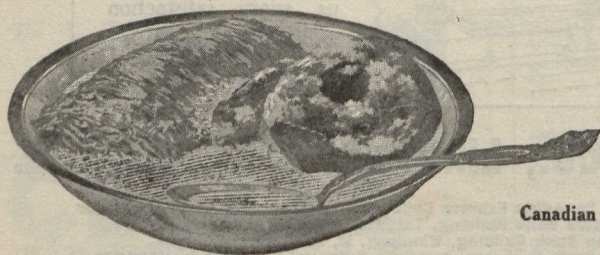
Eating by the watch may save Time—but will it save your stomach? Health and strength come from the complete digestion of a perfect, well-balanced food. To reach the highest working efficiency and the fullest enjoyment of life select a simple, nourishing food and then take time to **CHEW** it.

You **HAVE**
to chew



Shredded Wheat Biscuit

The crispness of its shreds promotes thorough mastication, which is the first process in digestion. If you have to hurry, however, Shredded Wheat is the ideal food because it is ready-cooked and ready-to-serve. Cut out greasy meats and starchy vegetables and try a Shredded Wheat Biscuit with baked apple and cream and see how much better you feel.



For breakfast heat the biscuit in the oven to restore crispness and pour over it hot milk, adding a little cream and a dash of salt.

Made by the
Canadian Shredded Wheat Co., Ltd., Niagara Falls, Ont.
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