

Breakfast in Five Minutes



Getting a warm, nourishing breakfast on a cold morning for a computer-husband that must catch a train and a hungry boy that must hustle to school is easy for the woman who knows

Shredded Wheat

the ready-cooked, ready-to-eat, whole wheat food that supplies all the nutriment needed for a half day's work or play. Heat two or more Biscuits in the oven to restore crispness, then pour hot milk over them, adding a little cream and a dash of salt. The perfect food to work on, to study on, to play on. Better than porridges because it encourages mastication, which develops sound teeth and healthy gums. Always the same price, always the same high quality.



Made in Canada by

THE CANADIAN SHREDDED WHEAT COMPANY, LIMITED
TORONTO OFFICE: 49 WELLINGTON STREET EAST