

TAKE IT WITH YOU

to the Camp, to the Seashore, to the Bungalow in the Woods—no matter where you go in summer—

Shredded Wheat Biscuit

the ready-cooked, ready-to-serve whole wheat food—full of nutriment—sustaining—strengthening—satisfying for any meal in any season in any climate. Just the thing for the camper, the fisherman or the hunter who is far away from the ordinary sources of food supply.



TRISCUIT

is the Shredded Wheat wafer—toast. It is the whole wheat steam-cooked, shredded, pressed into a wafer and baked, presenting the maximum of nutriment in the smallest bulk. Enough Triscuit to sustain strength for several days can be taken in a fisherman's creel. A delicious "snack" for picnics, for excursions, for the long canoe trip or the tramp in the woods.

ALL THE MEAT OF
THE GOLDEN WHEAT

MADE IN CANADA

THE CANADIAN SHREDDED
WHEAT COMPANY, Limited
NIAGARA FALLS, ONTARIO

TORONTO OFFICE: 49 WELLINGTON ST. EAST