



THE WORKERS OF THE WORLD



The men who climb to dizzy heights in business—the top-notchers in every realm of human endeavor—must have that steady nerve, mental poise and physical endurance that come from living in harmony with natural law. Get right with Nature by eating

Shredded Wheat

a simple, natural, food that supplies every element needed to build the perfect man or woman fit for every job that calls for a clear brain in a supple, responsive body. Contains all the muscle-making, heat-creating material in the whole wheat grain made digestible by steam-cooking, shredding and baking.

A food for men and women who do things. Two biscuits with hot milk, or cream, make a complete, nourishing meal at a cost of four or five cents. Delicious with fruits.

Made in Canada by

The Canadian Shredded Wheat Company, Limited

Niagara Falls, Ontario

Toronto Office: 49 Wellington St. East