



Fuel for the Human Engine

YOU wouldn't try to warm a cold stove in winter by wrapping blankets around it, would you?

The heat must come from within. It's the same with the human body. Natural warmth must come from a fuel-food that makes red blood and healthy tissue. The best fuel-food in cold weather is

SHREDDED WHOLE WHEAT

—a food that contains more proteid than beef, with less tax upon the digestion. If you eat it right you will like it. Try it (heated in oven) for breakfast with hot milk or cream. A little fruit with it makes it even more wholesome and palatable.

Shredded Wheat is made of the choicest white wheat that grows—is cleaned, steam-cooked, shredded and baked in the finest and cleanest food factory in the world. If you like the BISCUIT for breakfast you will like toasted TRISCUIT (the Shredded Wheat Wafer) for luncheon or other meals. It is delicious with butter, cheese or marmalades. Our new and handsomely illustrated Cook Book is sent free for the asking.

"It's All in the Shreds"

THE CANADIAN SHREDDED WHEAT CO., Limited,
NIAGARA FALLS, ONTARIO.