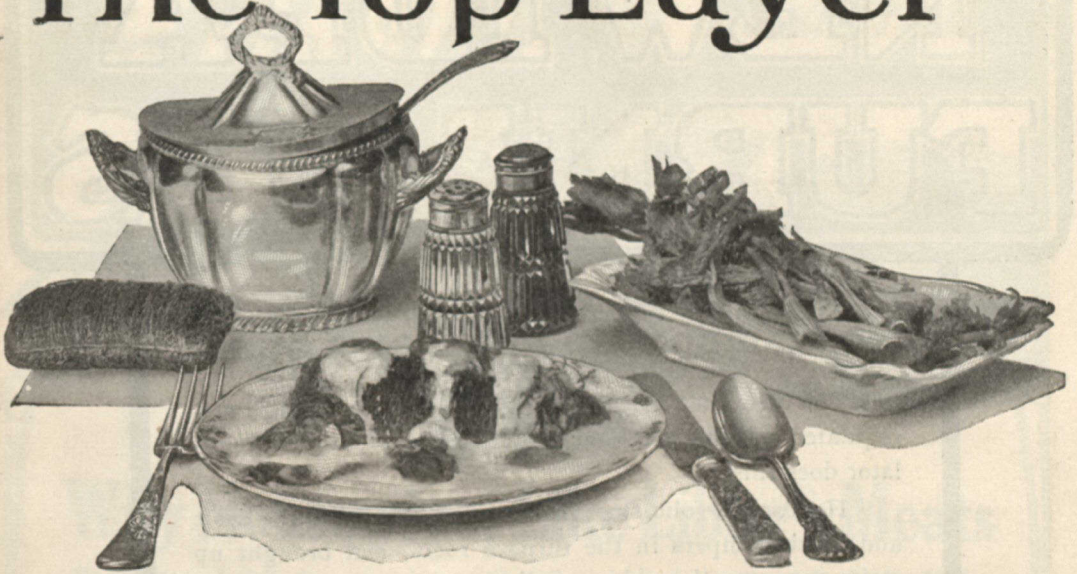


The Top Layer



The top layer in a barrel of apples is generally the best in the barrel. The "top layer" is always the best in everything—except in a

SHREDDED WHEAT BISCUIT

Which is always the same all the way through, clean, wholesome, nourishing—made of the whole wheat, steam-cooked, shredded and baked in the cleanest, finest food factory in the world—just the food for the Autumn days when you are trying to store up strength for the rigors of the Winter. Try it for breakfast with hot milk, a little cream and a dash of salt.

The "oyster months" are full of joy for the thousands who love the savory bivalve. The safe oyster is the cooked oyster. The way to eat them is creamed and in Shredded Wheat Biscuit "baskets," made by simply crushing in the top of the Biscuit with the bowl of a spoon. Nothing so deliciously wholesome and nourishing in the oyster months as creamed oysters with Shredded Wheat Biscuit. Always heat the Biscuit in oven to restore crispness before serving with oysters, meats, vegetables or fruits.

ALL THE MEAT IN THE GOLDEN WHEAT

THE CANADIAN SHREDDED WHEAT CO. LTD., NIAGARA FALLS, ONT.

TORONTO OFFICE: 49 WELLINGTON ST., E