

Make It Your "War Bread"

You may not go to the trenches, but you will want to do your bit in preventing waste of the great food staples. You can do this by demanding a larger per cent. of whole wheat grain in bread and breakfast foods. The real "war bread" must contain the entire wheat grain—every particle of gluten and mineral salts that are so necessary to the well-balanced ration; also the outer bran coat that is so useful in keeping the bowels healthy and active.

Shredded Wheat Biscuit

is 100 per cent. whole wheat. It is therefore the real "war bread." The whole wheat grain is the most perfect food given to man. It contains every element the human body needs to build healthy tissue and furnish energy for the day's work.



Two or three of these crisp, brown loaves of Shredded Wheat with milk and sliced bananas, peaches, or other fruits, make a nourishing, strengthening, satisfying meal at a cost of a few cents.

MADE IN CANADA BY
THE CANADIAN SHREDDED WHEAT COMPANY, LIMITED
NIAGARA FALLS, ONTARIO TORONTO OFFICE, 49 WELLINGTON STREET EAST