

# RAISING BUSTER BOYS

¶ You can raise bread with yeast, but you can't raise boys that way. The hungriest boy on earth is the growing boy at ten. His body demands building material that will make good BONE, BRAIN and MUSCLE. The best food for the growing boy or girl is

## Shredded Whole Wheat

because it contains all the material for building sturdy, robust bodies. The crispness of the shreds promotes mastication, which means sound teeth and good digestion. A food to study on, to play on—for children and grown-ups.

¶ Five hundred thousand persons saw Edwin White win the Brooklyn Marathon Race to Seagate on Washington's Birthday. He ran 26 miles, 385 yards in 2 hours, 53 minutes and 46 seconds. This was his daily diet: Three Shredded Wheat Biscuits, four fresh eggs beaten up raw, a quart of milk and two oranges.

¶ Two Shredded Wheat Biscuits (heated in the oven to restore crispness) eaten with a little hot milk or cream and a little salt to suit the taste, will supply all the energy needed for a half day's work. A little fruit adds to their wholesomeness and their nutritive value. ¶ Our new illustrated cook book is sent free for the asking.

**THE ONLY BREAKFAST FOOD  
MADE IN BISCUIT FORM**

The Canadian Shredded Wheat Co., Limited  
Niagara Falls, Ont.

Toronto Office: 49 Wellington St. East

