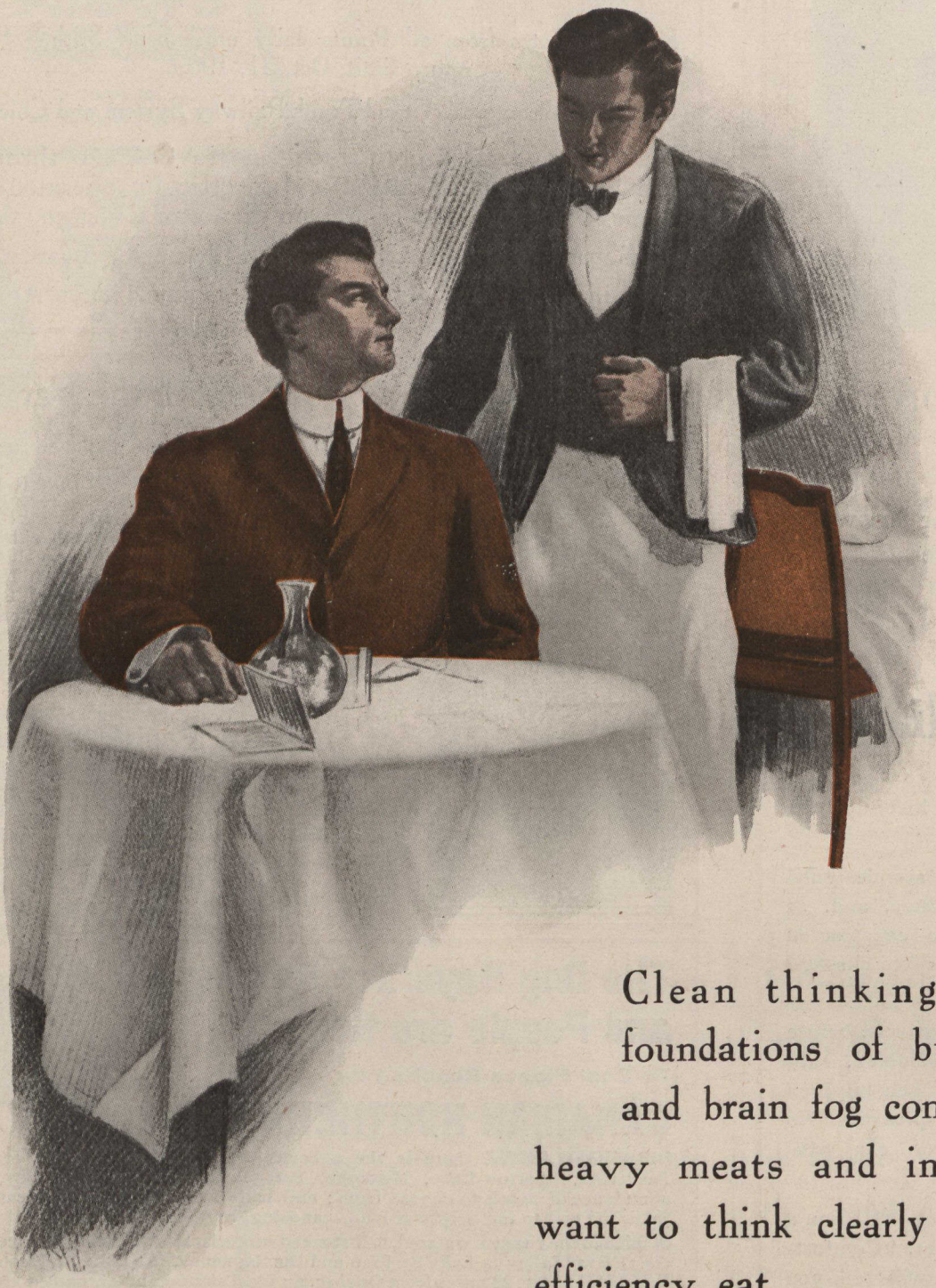


"Give Me Shredded Wheat"



"Give me Shredded Wheat Biscuit with a bowl of half cream and milk half"

That's an easy solution of the lunch problem for the busy man or the busy woman—in the restaurant, in the club or in the home. You don't know much about the other things on the menu—but you know Shredded Wheat is all right—you know it is clean, pure, wholesome and nourishing.

Clean thinking and clean living are the foundations of business success. Brain fag and brain fog come from eating starchy foods, heavy meats and indigestible pastries. If you want to think clearly and increase your working efficiency eat

SHREDDDED WHEAT BISCUIT

It contains all the body-building material in the whole wheat made digestible by steam-cooking, shredding and baking.

If your club or restaurant does not serve Shredded Wheat, call for it until you get it. Have the Biscuit heated in the oven to restore crispness; crush the Biscuit in a bowl of half-and-half (half milk and half cream.) Baked apples, peaches, berries or other fruits, fresh or preserved, go nicely with it and add to its wholesomeness and nutritive value. TRISCUIT is the Shredded Wheat wafer used as a Toast with butter, cheese or marmalades—a crisp and delicious "snack" for luncheon, for the camp or the long tramp, for excursions on land or on sea.

The Only Breakfast Food Made in Biscuit Form

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

Toronto Office: 49 Wellington Street East