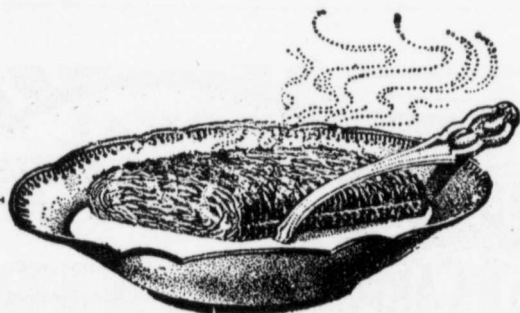




MADE IN CANADA

Send the boy to school with bodily vigor and mental vim that will put him to the front in study or play. You can't build the boy out of sermons and books alone. Give him

SHREDDED WHEAT

a hot, nourishing dish containing all the muscle-building, brain-making material in the whole wheat grain made digestible by steam-cooking, shredding and baking. Warm the Biscuit in oven and pour hot milk over it and you have a deliciously nourishing, warm breakfast.

Shredded Wheat is made in two forms, BISCUIT and TRISCUIT—the Biscuit for breakfast with milk or cream, or with fruits; Triscuit, the wafer-toast, delicious for luncheon with butter or soft cheese, or for any meal as a substitute for white flour bread.

Made at Niagara Falls, Ontario

Toronto Office: 49 Wellington Street East

46-J