Whear the day.

## SHREDDED WHEAT

Biscuit is just the plain, wholesome whole wheet,
steam-cooked, shredded and biked ecrisp solden
brown-a delight to eat and to serve. Its very crispness assists do diserve.
necessary cheming and mixing with salivn. Shredded Wheat is better than mushyn. porridges
because you have to chew it thereby getting from
it its
 TH: Canadien Mede by

