

"Strong as an Ox"



NO sane person expects to become "as strong as an ox" by eating the ox—or the flesh of any other animal. The ox does not eat meat. He is a strict "vegetarian." His strength comes from the grasses and the cereals.

The normal-minded person wants a well balanced body—a body capable of the highest efficiency in a chosen line of endeavor. You can get it by eating

SHREDDED WHEAT

combined with fresh fruits and fresh vegetables—a sane Summer diet for sane people.

Cut out heavy meats and soggy pastries for awhile and eat Shredded Wheat Biscuit with milk or cream or fresh fruits, with an occasional meal of fowl or fish, and see how much better you feel. Heat the Biscuit in the oven to restore crispness, then cover with sliced pears, peaches or apricots and serve with milk or cream, adding sugar to suit the taste. Triscuit is the Shredded Wheat Toast, a delicious and dainty "snack" for noon-day luncheon or for outdoor picnics or excursions.

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

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