



## The World's Work is done *on the* Morning Meal

Man reaches the highest attainment of his powers on the nourishment supplied by the first meal of the day.

A Breakfast of SHREDDED WHEAT BISCUIT, with hot milk, cream or fresh fruits, supplies the energy for reaching the climax of the day's achievements—the top-notch of mental and physical endeavor.

Has it struck twelve with you? Has your stomach notified you that it has gone out of business? Coax it back to health and strength with a natural food—a food that contains all the muscle-building, brain-building elements in the whole wheat berry **MADE DIGESTIBLE BY THE SHREDDING PROCESS.**

Shredded Wheat contains more muscle-making, brain-building material than corn or oats and is much more easily digested. It is the joy of childhood, the strength of manhood, the support of motherhood, the comforting solace of old age. It is the favorite food of athletes, being on the training table of every college and university.

The biscuit (heated in oven) is delicious for breakfast with hot or cold milk or cream or for any meal in combination with fruits, canned vegetables or meats. **TRISCUIT** is the shredded wheat wafer, used as a toast with butter, for picnics, excursions, for light lunches on land or on sea. Our cook book is sent free.

The CANADIAN SHREDDED WHEAT CO.  
LIMITED

NIAGARA FALLS, ONTARIO



"IT'S ALL IN THE SHREDS"