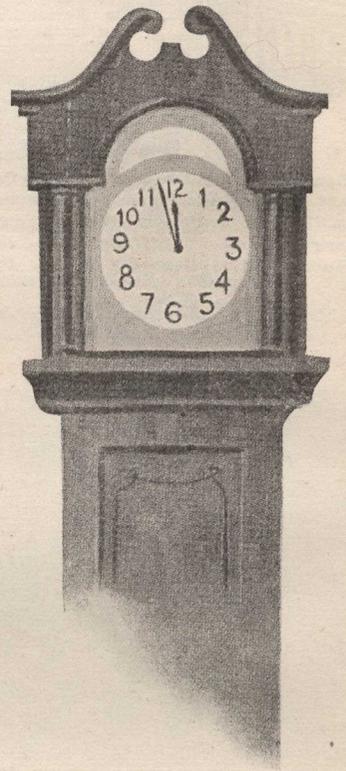


The Hour and The Meal



THE hour and the meal never miss connections in the home where SHREDDED WHEAT is known. Being ready-cooked and ready-to-serve it is easy to prepare a deliciously wholesome and nourishing meal with it "in a jiffy." It is refreshingly sustaining and satisfying after "shopping" or traveling.



Shredded Wheat

is the ideal Summer food because it supplies the greatest amount of muscle-building material, with the least tax upon the digestive organs.

¶ It is the whole wheat cleaned, steam-cooked, shredded and baked in a two-million dollar bakery—the cleanest, finest, most hygienic food factory in the world. Two Shredded Wheat Biscuits heated in the oven and eaten with hot or cold milk or cream will supply all the strength needed for a half day's work or play.

Nothing so delicious, wholesome and nourishing in Summer as a Shredded Wheat Biscuit with strawberries. Heat the Biscuit in oven to restore crispness and then cover with strawberries, serving with cream and sugar. The Biscuit is equally wholesome and nutritious with other berries and fresh fruits in season. "All the meat of the golden wheat."

THE ONLY BREAKFAST FOOD MADE IN BISCUIT FORM

Our handsomely illustrated cook book is sent free for the asking.

The Canadian Shredded Wheat Co. Limited - Niagara Falls, Ontario
Toronto Office: 49 WELLINGTON STREET EAST