

# SHREDDED WHEAT MADE IN CANADA

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## "It's All in the Shreds"

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When you buy a cereal food be sure you get the **WHOLE WHEAT** in digestible form—that's Shredded Whole Wheat Biscuit.

Shredded Whole Wheat is made in two forms—**BISCUIT**, King of all cereal breakfast foods—and **TRISCUIT**, the shredded wheat cracker—There Health and Strength in every Shred.

You can grind up any old thing and call it a "Breakfast Food"—but you can't make Shredded Whole Wheat that way—only perfect whole grains of wheat are used.

### IT'S ALL IN THE SHREDS

Shredded Wheat is not a "pre-digested" food. It is a ready-to-digest food. It strengthens the stomach by making it do its work.

Being crisp it induces mastication, which aids digestion and makes sound teeth.

Children like **TRISCUIT**, the shredded whole wheat cracker, because it is "full of chews" and the more they chew it the better teeth it makes.

"Get the habit"—Eat Shredded Whole Wheat and **TRISCUIT**, and enjoy perfect health.

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THE

**CANADIAN SHREDDED WHEAT CO.**

32 CHURCH STREET,

TORONTO