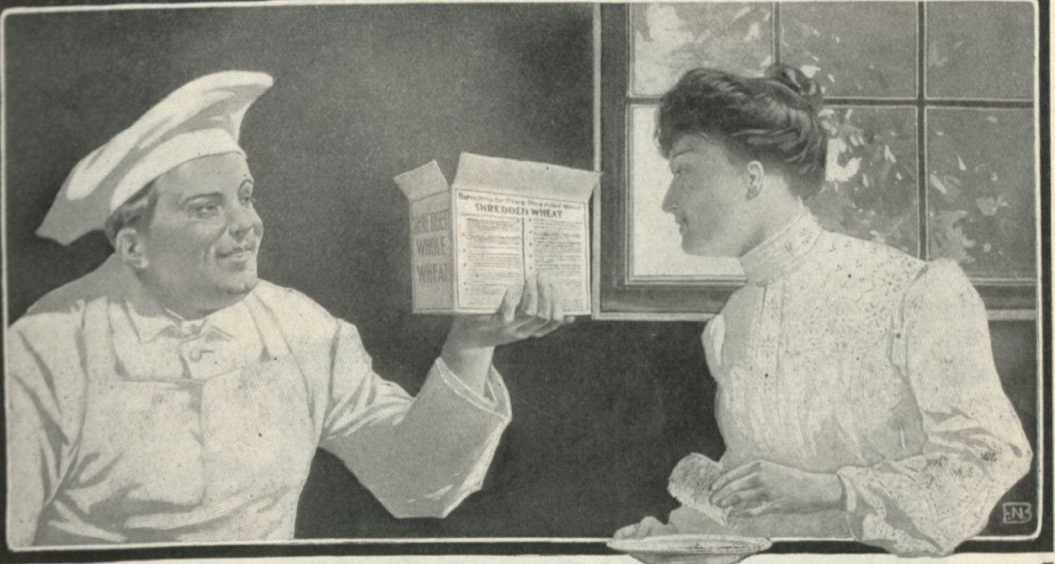


Ask the Home-Maker



About Shredded Wheat

She will say: "A Shredded Wheat Biscuit, heated in an oven and eaten with hot milk every morning, keeps the children healthy and strong and supplies me with all the energy needed for a day's work."

Ask the Chef:

He will say that he can make hundreds of wholesome, nourishing and appetizing "dishes" out of Shredded Wheat.

You do not have to be a chef to enjoy Shredded Wheat Biscuit. It is ready-cooked, ready-to-serve. Delicious for breakfast or for any meal in combination with fruits, creamed meats or vegetables. Contains all the muscle-making, brain-building elements in the whole wheat grain, made digestible by steam-cooking, shredding and baking.

An ideal summer food—not so heating as corn or oats; contains more nutriment and is more easily digested.

A breakfast of SHREDDED WHEAT BISCUIT will supply the energy for work or play. TRISCUIT is the same as the biscuit except that it is compressed into a wafer. It is used as a Toast with butter, cheese or marmalades. It is an ideal food for flat-dwellers, light housekeepers, campers, for picnics, for excursions on land or at sea.

MADE IN CANADA

THE CANADIAN SHREDDED WHEAT COMPANY,
 NIAGARA FALLS, ONT. **LIMITED**