



## READY FOR THE COLD DAYS ?

Keep your body warm and your digestion perfect by eating

### Shredded Wheat

with hot milk every morning for breakfast. Christmas cheer comes from nourishing foods and good digestion. Shredded Wheat on a cold day gives natural warmth in a nat-

ural way. Overcoats and flannels will not warm a poorly nourished body. Shredded Wheat is better for children than mushy porridges. It is easily and thoroughly digested and fortifies them against cold and exposure.

Heat the Biscuit in oven to restore crispness then pour hot milk over it, adding a little cream. Salt or sweeten to suit the taste. Two Shredded Wheat Biscuits with hot milk will supply all the strength needed for a half day's work or play. It is also delicious and wholesome in combination with baked apples or stewed fruits.

**THE ONLY "BREAKFAST CEREAL" MADE IN BISCUIT FORM**

THE CANADIAN SHREDDED WHEAT COMPANY, Limited, NIAGARA FALLS, ONT.  
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