

# The Chew-Chew Man

He'll Get You if You  
Don't Watch Out



You think you chew your food —but you don't. You bite it a few times and then "bolt" it down. The result—imperfect insalivation, hence imperfect digestion.

It is what you *digest*—not what you eat—that makes bone, brain and tissue. Thorough chewing and mixing with saliva is the first process in digestion. You simply *have* to chew

## Shredded Wheat Biscuit

You can't bolt it down as you would a mushy porridge—hence it is all digested and every particle of nutriment in the cooked whole wheat is taken up and converted into brain, bone and muscle.

Horace Fletcher, the original "Chew-Chew Man," recently visited "the home of Shredded Wheat," and this is what he wrote in the guest book: "Charmed beyond description and gratified beyond expression with all the details of organization. The atmosphere is redolent of mutual welfare in the true sense."

Shredded Wheat induces "Fletcherism" and, hence, promotes digestion and good health. Children fed on it have sound teeth and good bones. Try the BISCUIT (heated in oven) for breakfast with milk or cream. TRISCUIT is the Shredded Wheat Toast. It is delicious with butter, cheese or marmalades.

THE CANADIAN SHREDDED WHEAT CO., LTD., NIAGARA FALLS, ONT.  
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"It's all in the Shreds"