



The 'Chef

says he can make a thousand dainty and delicious dishes out of **SHREDDED WHEAT**—so wide and varied are its culinary uses.

But you don't need a Chef for Shredded Wheat. For breakfast simply heat the Biscuit in an oven to restore crispness, then pour hot milk over it. This brings out the delicious aroma of the baked wheat, making it more palatable and appetizing. Then add a little cream and a dash of salt.

SHREDDED WHEAT contains all the muscle-building, brain-making material in the whole wheat made digestible by steam-cooking, shredding and baking.

A FOOD TO GROW ON, TO WORK ON, TO LIVE ON.

A breakfast of **SHREDDED WHEAT BISCUIT** with hot or cold milk or cream will supply the energy for a whole day's work. **TRISCUIT** is the same as the Biscuit except that it is compressed into a wafer and is used as a **TOAST** for any meal, instead of white flour bread. At all grocers.

MADE IN CANADA

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