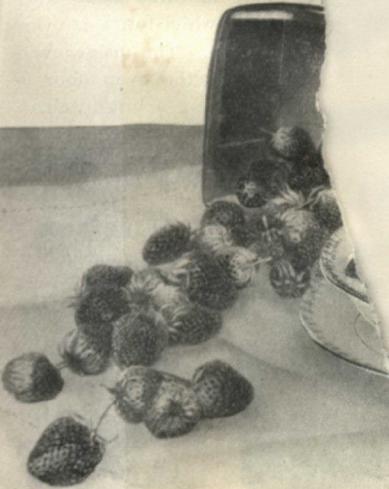


CANA

"AND
A D A
with SHREDDE



The red ripeness and savory sweetness combined with the purest, cleanest and best WHEAT. A joy to jaded palates; a boon

The porous shreds take up and neutralize the delicious aroma of the berry, presenting a wafer that does not disturb the weakest stomach. More digestible than the soggy white flour dough used in many cereals. Serve with cream and sugar.

Shredded Wheat contains all the brain-building elements found in the whole wheat made digestible by steam-cooking. Contains more nutriment than corn or oats and is nutritious.

If you like SHREDDED WHEAT BISCUIT you will like TRISCUIT, the shredded wheat wafer. It is used with butter, cheese or marmalades. An ideal food for travellers, dwellers, light housekeepers, campers, for picnics, for excursions on land or on sea. The best of all wafers for continental dish cookery. The "Vital Question Cook Book" is sent

MADE IN CANADA

THE CANADIAN SHREDDED WHEAT COMPANY, LIMITED, NIAGARA FALLS