

# Don't Eat Your Salary



The "high cost of living" generally means the cost of high living. The high-protein foods cost the most, are the hardest to digest and hence the least nutritious. Eat the simple, nourishing, inexpensive foods and you will be the gainer in health and pocket. Cut out heavy meats and soggy pastries for awhile and eat

## Shredded Wheat

the ready-cooked, ready-to-serve whole wheat food, which supplies all the material needed for building the perfect human body—phosphates for bone and brain, carbohydrates for heat and fat, nitrates for building muscle, and the bran coat for keeping the bowels healthy and active.

Two Shredded Wheat Biscuits for breakfast with milk or cream and sliced bananas make a complete, nourishing meal, supplying all the strength needed for a half day's work at a cost of a few cents. Equally delicious and wholesome with stewed or preserved fruits.

TRISCUIT is the Shredded Wheat wafer—a crisp, tasty, nourishing, whole wheat Toast, delicious for any meal with butter, cheese or marmalades. Always toast it in the oven before serving.

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

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