

A Good Long "Drive"

If you want to get in the game and stay in the game, start the day with a breakfast of

Shredded Wheat

It means a good long "drive" in the Game of Life. It means a clear brain in a well nourished, perfectly poised body, with plenty of reserve strength to draw upon in every test of endurance or skill.

SHREDDED WHEAT is the ideal Summer food because it supplies the greatest amount of muscle-building material with the least tax upon the digestive organs—the favorite food of athletes and all lovers of outdoor sports. It is on the training table of nearly every college and university in Canada and United States.

Shredded Wheat is the whole wheat berry, cleaned, steam-cooked, shredded and baked in a two-million dollar bakery—the cleanest, finest, most hygienic food factory in the world. Nothing so delicious, wholesome and nourishing in Summer as Shredded Wheat Biscuit with fresh fruit. Heat the Biscuit in oven to restore crispness and then cover with peaches, serving with cream and sugar. The Biscuit is equally wholesome and nutritious with berries and other fresh fruits in season. "All the meat of the golden wheat."

The Only Breakfast Food Made in Biscuit Form

Our New Handsomely Illustrated Cook Book is Sent Free for the Asking

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