



The Hour and The Meal

The hour and the meal never miss connections in the home where

SHREDDED WHEAT

is known. Being ready-cooked and ready-to-serve and containing all the nutritive elements in the whole wheat, presented in their most easily digested form, Shredded Wheat meets every emergency of household management. Nothing so nourishing or satisfying when returning from a shopping tour or a long journey as a toasted Shredded Wheat Biscuit with milk and cream or fresh fruits in season; and nothing so wholesome and appetizing for luncheon or an evening "snack" as toasted Triscuit with butter, cheese or marmalades.

Shredded Wheat is the whole wheat made digestible by steam-cooking, shredding and baking. A food to grow on, to work on, to live on.

"IT'S ALL IN THE SHREDS"

MADE IN CANADA

The Canadian Shredded Wheat Co., Limited, Niagara Falls, Ont.