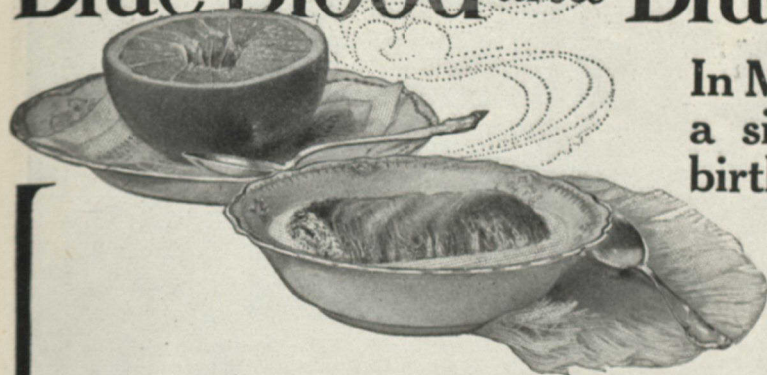


# Blue Blood *and* Blue Noses



In March are not a sign of noble birth. They are the white flags of a poorly nourished body.

Natural warmth and bodily vigor come from a food that contains the proper amount of nutritive elements, in a digestible form. Such a food is

## SHREDDED WHOLE WHEAT

—a food that supplies in well-balanced proportion all the material needed for making healthy tissue, good brain and sound bones.

One or two Shredded Wheat Biscuits (heated in oven) for breakfast, with hot milk or cream and a little fruit, will supply all the energy needed for a half-day's work. Contains more real flesh-building, strength-giving material than meat or eggs and costs much less.

Shredded Wheat is made of the choicest white wheat that grows, is cleaned, steam-cooked, shredded and baked in the finest and cleanest food factory in the world. If you like the BISCUIT for breakfast you will like toasted TRISCUIT (the Shredded Wheat Wafer) for luncheon or other meals. It is used in place of white flour bread and is delicious with butter, cheese or marmalades.

**"It's All in the Shreds"**

The Canadian Shredded Wheat Co.,  
Limited  
NIAGARA FALLS, ONT.