

Winter Joys

come only to those who are fortified by abundant health and vigor against cold and exposure. Bodily warmth comes from good digestion and good food, not from flannels and overcoats.

SHREDDED WHOLE WHEAT is the food that brings fullest enjoyment of Winter Work or play because it is rich in the heat-making, muscle-building elements and because it is so easily digested. It gives the litheness and suppleness of limb that make the human body a thing of power and beauty.

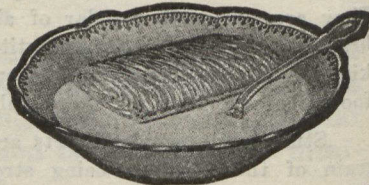
A breakfast of **SHREDDED WHEAT BISCUIT** with hot or cold milk or cream will supply the energy for a whole day's work. Triscuit is the same as the Biscuit except that it is compressed into a wafer and is used as a **TOAST** for any meal instead of white flour bread.

At all grocers. Our new illustrated Cook Book is sent free.

"MADE IN CANADA"

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

Toronto Office: 49 Wellington Street East



"IT'S ALL IN THE SHREDS"

