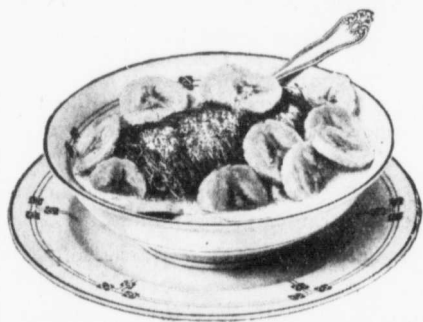


Have You a Boy Problem?



The best boy ever born is a serious problem. The brighter the boy the greater the problem. And you can't solve it by arithmetic, algebra or geometry. It is largely a question of food, hygiene and exercise. The food problem is easily solved with

Shredded Wheat



the most perfect ration ever devised for growing boys and girls. It contains in proper proportion all the elements for building muscle, bone and brain and in their most digestible form. The crispness of the shreds encourages thorough chewing which develops sound teeth and healthy gums.

For breakfast heat one or more Biscuits in the oven to restore crispness; pour hot or cold milk over them, adding a little cream. Salt or sweeten to suit the taste. A warm, nourishing meal to study on, to play on, to grow on.

THE CANADIAN SHREDDED WHEAT CO., Limited, NIAGARA FALLS, ONT.

Toronto Office; 49 WELLINGTON STREET EAST