

A BOY AND HIS BOOKS

September brings together "the boy and his books"—a good combination provided the boy is properly nourished with foods that build brain and muscle in well balanced proportion, supplying the mental alertness and physical robustness that are needed to make a real boy.

The food for growing boys and girls to study on, or to play on, is

SHREDDDED WHEAT

It contains all the body-building material in the whole wheat grain made digestible by steam-cooking, shredding and baking. Two biscuits with sliced peaches, berries or other fruits make a complete, nourishing, wholesome meal.

Shredded Wheat is on the training table of nearly every college and university in Canada and the United States—the favorite food of athletes because of its muscle-making, tissue-building elements—the favorite food of invalids because of its wholesomeness and digestibility.

For breakfast, heat the biscuit in the oven to restore crispness, and serve with milk or cream, salting or sweetening to suit the taste. A wholesome nourishing meal can be prepared "in a jiffy" for children that are in a hurry to get off to school. Nothing so delicious or strengthening in the sultry Autumn days for children or grown-ups. Try it tomorrow.



**MADE IN
CANADA**

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

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