

Food Sense and Cents



If you mix brains with your eating, you will be interested in the cost and nutritive value of food.

Two Shredded Wheat Biscuits with a pint of milk (hot milk in winter) will furnish energy for work or play, for the indoor man or the outdoor man—at a total cost of five cents. Add to this a little fruit and cream and you have a wholesome, nourishing meal, rich in the elements that make muscle, bone and brain—at a cost of less than ten cents.

Try it for a few mornings (cut out meat and eggs) and notice how much more physical energy and mental vigor you can put into the day's work. And with it comes good digestion—stomach comfort and satisfaction.



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 delicious with butter, cheese or marmalades.

Our new and handsomely illustrated Cook Book is sent free for the asking.

THE CANADIAN SHREDDED WHEAT COMPANY, Ltd.

Toronto Office : 32 Church St.

NIAGARA FALLS, ONT.
(827)

"It's All in the Shreds"