



## "FOOD FOR THOUGHT"

Food for thought must be rich in the phosphates—the material that repairs and replenishes waste nerve cells. You cannot think any thoughts that are worth thinking on starchy, fat-making foods. In the making of

### Shredded Wheat Biscuit

all the phosphates and nitrates in the whole wheat berry, which are largely discarded in the making of white flour, are retained and made digestible by steam-cooking, shredding and baking.

Clear thinking and clean living are the fruits of intelligent eating. Shredded Wheat is the ideal food for school or workshop, because it combines in well balanced proportion and in a digestible form the elements that are needed for the perfect nourishment of every part of the body.

If your brain doesn't work easily and smoothly, cut out meats and pastries for a while and try Shredded Wheat (heated in oven) with milk or cream and baked apples or other fruit. If you like the Biscuit for breakfast, you will like toasted Triscuit (the Shredded Wheat wafer) for luncheon or other meals, with butter, cheese or marmalade.

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

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

Toronto Office: 32 Church St.



"It's All in the Shreds"