

LOOKING FOR A COOK?

Man can live without books, but not without cooks. The passing of the culinary art is the despair of the modern housekeeper. The departure of the cook need not throw the household into a panic if you know

Shredded Wheat Biscuit

and the many wholesome dishes that can be made with it. Being ready-cooked and ready-to-serve it is easy for the inexperienced housekeeper to prepare a nourishing meal with it—a meal that is deliciously strengthening and satisfying. Its biscuit form gives opportunity for a great variety of combinations with fresh or stewed fruits.

Shredded Wheat Biscuit is made of whole wheat, steam-cooked, shredded and baked. Two Shredded Wheat Biscuits, eaten with a little hot or cold milk, salted or sweetened to suit the taste, will supply all the energy needed for a half day's work. Contains more real body-building nutriment than meat or eggs, is more easily digested and costs much less. Always the same price—always clean—always pure—always the same.

MADE IN CANADA

BY

THE CANADIAN SHREDDED
WHEAT CO., LIMITED

Niagara Falls, Ont.

TORONTO OFFICE - 49 WELLINGTON ST. EAST



MAKE YOUR "MEAT" SHREDDED WHEAT