

"IT'S ALL IN THE SHREDS"



Good Digestion
Strong Muscles
Clear Complexion
Sound Teeth
Sweet Breath
Clear Brain
Perfect Health

The white flour miller gives you only the starch in the wheat. In **Shredded Wheat** you have all the body-building elements of the whole wheat berry presented in digestible form. You can't build brain or muscle with white flour.

There's no Stamina in Starch

Shredded Wheat is not "treated" or "flavored" with anything—it is the whole wheat and nothing but the wheat—the cleanest and purest cereal food made. It is made in two forms—BISCUIT and TRISCUIT. The BISCUIT is delicious for breakfast with hot or cold milk or cream or for any other meal in combination with fruits or vegetables. TRISCUIT is the shredded whole wheat cracker which takes the place of white flour bread, delicious as a toast with butter or with cheese or preserves.

THE CANADIAN SHREDDED WHEAT CO.

NIAGARA FALLS, ONT.

Toronto Office, 32 Church Street

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