

Watch the Grocer's Basket



There is no "substitute" for Shredded Wheat Biscuit, but it is just as well to watch the grocer's basket when it comes. When you order Shredded Wheat you want

SHREDDED WHEAT

After once tasting the crisp, delicious shreds of baked wheat, you will not be satisfied with mushy porridges. Food fads may come and go, but Shredded Wheat goes on forever. Always pure, always clean, always nutritious, always the same. Fresh from our two-million-dollar sunlit bakery—a million and a quarter Biscuits every day in the year.

Shredded Wheat is made in only two forms, BISCUIT and TRISCUIT—the Biscuit for breakfast with milk or cream or for any meal with baked apples or other fresh or preserved fruits. Triscuit (the Shredded Wheat Wafer) used as a TOAST for any meal with butter, cheese or marmalades. Shredded Wheat is the whole wheat cleaned, steam-cooked, shredded and twice baked. The process is protected by forty-one patents in the United States, Canada and Europe. Both the Biscuit and Triscuit should be heated in the oven (to restore crispness) before using. Our new illustrated cook book is sent free for the asking.



THE ONLY "BREAKFAST FOOD" MADE IN BISCUIT FORM.

THE CANADIAN SHREDDED WHEAT CO., LIMITED, NIAGARA FALLS, ONT.
Toronto Office: 49 Wellington Street East.