



The Hungriest Boy on Earth

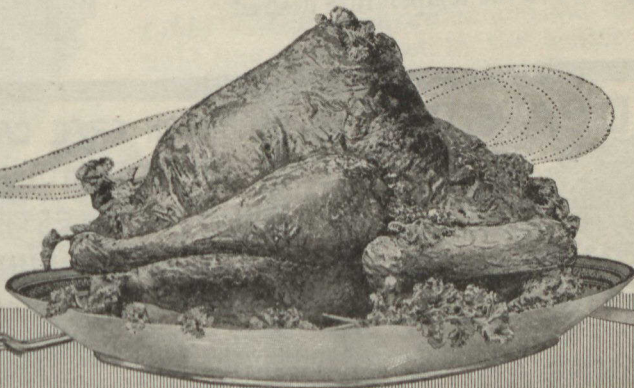
The hungriest boy on earth is the growing boy at ten. The Thanksgiving turkey melts quickly away before his voracious appetite. You can't build him out of books or sermons. His growing body demands material for the building of brain, bone and muscular tissue; this must be supplied from the food he eats and the air he breathes. The best food for the growing boy or girl to play on, to study on, to work on, is

SHREDDED WHEAT

It contains all the material needed for building the perfect body. The crispness of its shreds promotes mastication, which means sound teeth and good digestion.

Here's a hint for the cook: When you stuff that Thanksgiving turkey this year, try Shredded Wheat crumbs instead of white flour bread crumbs. It imparts a delicious flavor to the turkey and is very nourishing and wholesome.

Two Biscuits (heated in oven) eaten with hot milk every morning for breakfast will enable a boy or girl to reach the top notch of muscular agility and mental alertness and will fortify them against the dangers of cold and exposure.



*All the Meat
of the
Golden Wheat*

The Canadian Shredded
Wheat Co., Ltd.
Niagara Falls, - Ont.
Toronto Office:
49 Wellington St. East

1947