

Two Million Dollars *for a Bakery*



That's a big price to pay for a bakery—you could build one for a few hundred—but you couldn't bake eight million Shredded Wheat Biscuits in it every week, and they wouldn't be so pure, clean and wholesome as the biscuits that are baked in our two million dollar sunlit bakery.

SHREDDED WHEAT on a cold day gives natural warmth in a natural way. Contains more nutriment than meat or eggs, is more easily digested and costs much less. Not a mushy porridge, but a breakfast biscuit, crisp, nourishing and appetizing.

Shredded Wheat is made in two forms, **BREAKFAST BISCUIT** and **TRIS-CUIT TOAST**. For breakfast, heat the Biscuit in oven to restore crispness and pour hot milk over it, adding a little cream and salt to suit the taste. It is also delicious in combination with grape fruit or other fresh or preserved fruits. Shredded Wheat is the whole wheat steam-cooked, shredded and twice baked, and is made in the cleanest, most hygienic food factory in the world. 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.