

CANADIAN BOYS WIN AGAIN!

Remarkable story
and record of

and their enthusiastic
endorsement of

Balmy Beach Harriers Shredded Wheat



THE CANADIAN SHREDDED WHEAT CO.
TORONTO.

Balmy Beach,
Toronto, Ont., Oct. 8th, 1906.

Dear Sirs:—We, The Balmy Beach Harriers, a club of young men organized to enjoy a summer outing, wish to endorse strongly the use of Shredded Wheat Biscuit. After trying nearly every cereal on the market, we singled out your Shredded Wheat Biscuit as being the best, and have used it exclusively for the past two seasons, having consumed this season nearly six cases, or, in other words, close on 300 boxes. Those of us who at first were only moderate users of Shredded Wheat soon became enthusiasts, using it for our midnight lunches, etc., as well as for the staple part of breakfasts. We are all in perfect health and are looking forward to the season's races and contests with a good deal of expectation and confidence, as we feel our Shredded Wheat diet has put us in a position to meet all comers. Wishing you every success, we remain,

Yours sincerely,

THE BALMY BEACH HARRIERS

H. O. Kerr
W. J. Quinn
R. I. Parkes

F. Hancock
Geo. T. Ohlman
Will Boyd

A. M. Knibbs
Wm. H. Scott
J. H. Bickle

A. MacDougall
Chas. Skene
A. S. Boulton



Since the above letter was written, on Thanksgiving A. M. Knibbs won 15 mile race at Guelph; R. I. Parkes, 1 mile run, Methodist games, Toronto; Chas. Skene, 10 mile walk at Guelph; and J. H. Bickle won three 2nd places. Could there be better proof that SHREDDED WHEAT IS THE ATHLETE'S DIET FOR BUILDING MUSCLE AND STAYING POWERS?