

Make Both Ends Meet

The Woman Behind the Pocket-Book

How can she "make both ends meet" on the same old "allowance" when prices of meat, eggs and other household necessities are advancing from day to day?

The Man Behind the Pocket-Book

How can he increase the "allowance" for household bills when there is no increase in the family income or the wages, or when wages are cut down as a result of industrial depression?

The problem is an easy one for those who know

SHREDDED WHOLE WHEAT

It contains more actual body-building material than meat or eggs and is much more easily digested, and costs much less.



"It's All in the Shreds"

The richest man in America cannot buy a food that is purer, cleaner or more nutritious than Shredded Wheat Biscuit. Two Shredded Wheat Biscuits with milk or cream and a little fruit will supply all the energy needed for a half day's work at a cost of five or six cents. Try it for ten mornings and you will feel brighter, stronger and happier. Your grocer sells it.

Our new handsomely illustrated Cook Book is sent free for the asking.

THE CANADIAN SHREDDED WHEAT CO., LTD., NIAGARA FALLS, ONT.

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