



For Winter Work

or winter play you need a food that contains heat-making, tissue-building material in a digestible form. You cannot warm a poorly nourished body with overcoats or flannels—you can only protect it from the cold. Natural warmth and bodily vigor come from eating

Shredded Wheat

because it supplies in a digestible form all the body-building, blood-making elements in the whole wheat grain. Heat the Biscuit in the oven to restore crispness; cover with hot milk and a little cream and serve with stewed prunes or other stewed fruits. The combination makes an ideal dish for the winter days, supplying all the strength needed for work or play and keeping the bowels healthy and active.

The Only Breakfast Cereal Made in Biscuit Form

The Canadian Shredded Wheat Company, Ltd.

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