## Sparks Tells of Home Building

Superintendent of Demonstration Farm Explains Use of Logged-Off Lands to Settlers
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When Niagara Falls Ran Dry
Many Yeara Age ceco Dam, Shut Oft Wheter

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oda Crackers are extremely sensitive to moisture.
Before the advent of Uneeda Biscuit the only persons who ever tasted fresh, crisp soda crackers were the people in the bakeries.
Now that we have Uneeda Biscuit-we have perfectly baked soda crackers-perfectly kept. No moisture can reach them-no contaminating influences can effect their flavor-their goodness is imprisoned only to be liberated by you, for you, when you open the package. Five cents.

## NATIONAL BISCUIT

COMPANY

## The Call of the Bell


#### Abstract

It is music to Johnny's ears if he starts the day with warm, nourishing breakfast of SHREDDED WHEAT -and it's so easy to get him off to school without fuss or worry because it's ready-cooked and has in it everything he needs for study or play. It's the whole wheat, cooked, shredded and baked to a crisp, golden brown.

Simply heat the biscuits in the oven a few moments to restore crispness, then pour hot milk over them, adding a little cream, and salt or sweeten to suit the taste. A muscle-making, brain-building food for children and grown-ups, for athletes and invalids, for outdoor men and indoor men, for workers with hand or brain.


## The Only Breakfast Cereal

Made in Biscuit Form

The Shredded Wheat Company
niagara falls, n.

## Make the Farm Pay More Money



