

Shredded Wheat : as made since 1893 / The Shredded Wheat Company, Ltd.

Contributors

Shredded Wheat Co.

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SHREDDED WHEAT

AS MADE SINCE 1893

Q Shredded Wheat is a 100% food. It is the whole wheat, **NOTHING ADDED, NOTHING TAKEN AWAY.** The special process of Steam-cooking, shredding and baking, retains every element of the wheat including the bran [a natural laxative] and ensures thorough digestibility.

Q Shredded Wheat is guaranteed to be absolutely pure. It is entirely free from yeast, baking-powder, flavouring, colouring, preservatives **OR ANY ADULTERATION WHATEVER.**

Q Shredded Wheat is a complete and perfectly balanced food. It supplies energy and tissue-building nourishment to children and adults, the weak and the strong. The crispness of its shreds promotes thorough mastication which is essential to good digestion and helps to keep the teeth sound.

Q Shredded Wheat is made under ideal conditions of hygiene amidst healthy open country at Welwyn Garden City, Herts, England.

**AN ALL DAY FOOD EQUALLY SUITABLE FOR
BREAKFAST, LUNCHEON, DINNER or SUPPER**

IT NEEDS NO COOKING

Shredded Wheat can be served straight from the packet in a variety of ways without cooking. It makes an ideal breakfast dish served with hot or cold milk flavoured to taste with a pinch of salt or with sugar, honey, jam, marmalade, etc. Or dip the Shredded Wheat in hot water, spread a little butter and allow to melt into the shreds, add salt and pepper to flavour.



DELICIOUS WITH FRUIT

There are many other ways in which Shredded Wheat can be made into economical, nourishing and delicious dishes, but perhaps in no way is it more popular than when served with fruits, as it is an excellent substitute for pastry. Try it with bananas, plums, strawberries and raspberries when in season, or with stewed or tinned currants, apricots, peaches, prunes, etc.

THE SHREDDED WHEAT COMPANY, Ltd., WELWYN GARDEN CITY, HERTS, ENGLAND