

"Votes For Women"

Two million women will have a right to vote in the next Presidential election. Twenty million women have voted for the emancipation of American womanhood by serving

Shredded Wheat

in their homes. Every biscuit is a vote for health, happiness and domestic freedom—a vote for pure food, for clean living and clean thinking.

The housewife who knows the nutritive value of Shredded Wheat and the many delicious fruit combinations that can be made with it may banish kitchen worry and household care.

Shredded Wheat is ready-cooked, ready-to-serve. It is a natural, elemental food. It is not flavored or seasoned with anything and hence does not deteriorate in the market. The consumer flavors or seasons it to suit his own taste. It is delicious for breakfast with milk or cream or for any meal with fruits.

THE ONLY BREAKFAST CEREAL MADE IN BISCUIT FORM

Made only by

The Shredded Wheat Company,

Niagara Falls, N. Y.

