When it's breakfast time in strawberry time

"I VOTE SHREDDED WHEAT AND STRAWBERRIES THE FLAVOR HIT OF THE SEASON"

Come on! Join in the chorus! Here are juicy red strawberries that melt in your mouth—nestled around oven-crisp, golden-brown Shredded Wheat—singing to your appetite from a bowl of rich, cool milk.

It's the "National Breakfast!" And a favorite lunch—or any meal. And remember, it's ready-cooked, ready-to-serve. Put crisp, delicious Shredded Wheat and fresh strawberries on your grocery list now!

SHREDDED WHEAT
THE NATIONAL BREAKFAST A Product of NATIONAL BISCUIT COMPANY

GET THESE VITAL FOOD ESSENTIALS EVERY DAY

Each slice or golden grain of wheat is a natural source of vital food essentials—vitamins, minerals, proteins, carbohydrates, and fats. Plus—nothing added, nothing taken away. You get the nourishment you need for health and strength, plus wholesome, natural-tasting Shredded Wheat. It's a pleasure to enjoy as a from-scratch breakfast or a quick and easy snack between meals. There's more to Shredded Wheat than you thought.