



A Visit to
**THE HOME OF
SHREDDED WHEAT**

WHEATLAND
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A VISIT TO THE HOME OF SHREDDED WHEAT

NEXT to the Falls themselves, probably the most visited place in the city of Niagara Falls is The Home of Shredded Wheat. Millions of visitors have made the interesting trip through the spotless plant to see how Shredded Wheat, most famous of cereal foods, is made.

**HOW
IT IS
MADE**

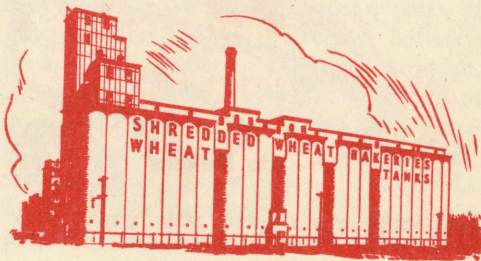
The process is a very simple one, for Shredded Wheat, "the vitally different food,"—*is whole wheat—nothing added, nothing taken away.* Whole wheat, blessed by Nature with bountiful and vital goodness,



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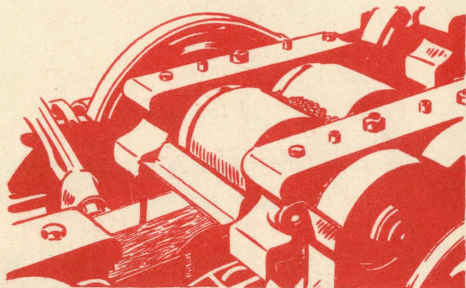
NATIONAL BISCUIT COMPANY
"Uneeda Bakers"

449 WEST 14TH STREET, NEW YORK, N. Y.



is simply put through various processes which make it convenient and good to eat.

From the sunny wheat fields of the nation, choice wheat is shipped to Niagara Falls. The carloads of golden grain are automatically unloaded and the wheat is stored in huge concrete tanks, or elevators. It is repeatedly transferred from one elevator to another, to "turn it over" and keep it sweet and good until it is used. But before it goes to the bakery the wheat goes through nine different steps in the most thorough cleaning process one could imagine, for wheat, like any field crop, gathers dust, weeds, and other foreign substances which must be removed. Fans take out the dust, screens sift the grains, magnets remove any metal bits which might be present, but most marvelous are the series of whirring wheels so devised that one set picks out the tiny cockle seed, another the broken grains, and another gathers any large kernels, such as corn, which might have become mixed with the wheat. When all this cleaning has been done, nothing remains but pure, clean wheat; every grain is whole, sound and perfect.



A measured quantity of this wheat is steam-cooked under pressure in big, sealed kettles — just **COOKED THEN "SHREDED"** so long, at just the right temperature. This steam cooking is very important, for in this process every tiny starch cell in the grain is burst open, to become easily digestible. The cooked wheat, swollen to double its natural size, is now transferred to big steel tanks to cool and to mellow.

From here it goes to the mysterious process which fascinates everyone—the forming of the Shredded Wheat Biscuits. And this is how it is done:

The wheat is conveyed through a tube which runs along the top of the machine, dropping the wheat down to 29 pairs of grooved steel rollers. Squeezed between these rollers, under 1700 pounds pressure, the wheat falls in a continuous stream of strands or "shreds" onto a moving belt below. Layer on layer, the strands fall from each pair of rollers, until, at the end of the long machine, they have piled up to the proper thickness, and the stream of wheat

looks, for all the world, like one endless "biscuit." In fact, that is just what it is, until it is automatically cut into proper biscuit lengths, and the biscuits are transferred by an ingenious vacuum process to the baking pans, to roll down to the ovens.



INTO THE OVENS There is no "rule of thumb" in the making of Shredded Wheat, for every step is exactly controlled. The pans of biscuit, on their "ferris wheel" ride in the ovens are baked at exactly the right temperature, exactly the right number of minutes, and in due time come back to the oven door to be removed—crisp, fragrant, golden brown and utterly tempting.

After a trip through the drier, where any remaining moisture is evaporated, to insure crispness, the biscuits find themselves in the packing room, where the nimble fingers of girls pack them snugly in the famous carton, familiar in millions of homes. Then the cartons go into stout shipping containers; then down a roller pathway to the shipping room, and, "in no time at all" they've begun their journey to the grocery stores and the dining tables of the nation.

There are no secrets about Shredded Wheat. Visitors to the Shredded Wheat

bakery see the whole process of manufacture take place right before their eyes. And they say, "How simple it is, when you see it done." But simple as these processes are, every one of them is essential and represents a very good reason. For instance, you have already read how the steam cooking bursts the tiny sealed starch cells and makes their contents so readily digestible. But that is only one of the reasons why Shredded Wheat is "the vitally different food." The first big difference is in the selection of the cereal grain that is used—*wheat*.

Of all the grains, wheat contains the richest abundance of vital elements; carbohydrates for energy; minerals for sturdy bone and tooth structure; proteins for strong tissues and vitamins to build up resistance and help keep us strong and well. No other grain contains all the vital elements found in wheat, in so nearly a perfect balance. Every one of these elements is essential to life. And when whole wheat and whole milk are combined in the diet, the balance is as nearly perfectly adjusted to human requirements as Nature herself could contrive.

There is one other vitally important fact about wheat that you should know: bran is not a separate grain, as some people suppose. It is the tough, brown, outer coating of the wheat grain. Bran, in proper pro-

**WHY
WHEAT
WAS
CHOSEN**

**CORRECT
MEASURE
OF BRAN**

portion is a splendid regulator of the digestive system. And, in Shredded Wheat, all the bran is retained — just the right amount, as Nature measured it.

And there is a very important reason for the "shredding" process, too! The digestive juices can only work on the *surface* areas of the food we have eaten. The more surface there is exposed, the faster the digestive process takes place. Heavy foods, slow to digest, are the most common cause of drowsy, sluggish listlessness, for the reason that too much of the body-energy is being required, for too long a time, to help the stomach do its digestive work. The crisp strands of Shredded Wheat are so fine, so slender, they seem to be almost *all* surface; the digestive juices have no difficulty in assimilating them, especially since baking has made them so porous that they eagerly absorb the digestive liquids. And there you have one of the reasons for the baking process, too, for baking the steam-cooked wheat doubly cooks it, greatly aiding the process of digestion.

But baking does more than that. Shaped into convenient size, the biscuits are baked to a golden brown, tempting enough in appearance to waken the appetite, crisp enough to require the chewing that gives our teeth their only exercise.



These, then, are the reasons that make Shredded Wheat "the vitally different food" for every reason is a *vital* one. First, the choice of wheat, among all the cereal grains, because of its rich goodness; next the selection of the best of wheat; then the painstaking cleaning; the thorough steam-cooking; the very reasonable process of "shredding"; the crisp baking.

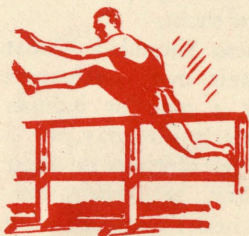
Finally, the wide-flung distributing system of the National Biscuit Company, reaching every city and hamlet in the country, brings Shredded Wheat quickly to the grocer and to the home, still fresh and crisp and tempting.

Shredded Wheat is truly a wonderful food, not only good to eat but very good for us. And Shredded Wheat eaters are the most loyal people in the world

**FRIENDS
WRITE
US**

to their favorite cereal food! Not a day goes by that does not bring letters from friends who write of their experience with this famous food. Letters are far from rare in which people tell of having eaten Shredded Wheat daily for 40 years! Often the writer takes the

time and interest to figure out how many *miles* of Shredded Wheat he or she has eaten in a life-time. (You can figure it out for yourself; each biscuit is 4 inches long and weighs one ounce.) Postmen, who



walk all day, invalids who had suffered from inability to digest other foods, athletes and coaches in schools and colleges, all tell how important they consider this wholesome food. Proud parents send photographs of fine, healthy children, and say, "The whole family loves Shredded Wheat; we buy it by the case!" There are thousands of healthy, robust children, enjoying life today, whose grateful mothers remember those anxious days of babyhood when Shredded Wheat gruel was the only food the little stomach could retain.



For 40 years, such letters have been coming in—every one of them voluntary, unsolicited, unrewarded in any way except by a reply of grateful acknowledgment. For the National Biscuit Company esteems these letters too highly to make any commercial use of them.

But sometimes these Shredded Wheat enthusiasts make their own statements public. Occasionally a man or woman celebrating an eightieth birthday, or a couple receiving congratulations on their Golden Wedding Day, tell the interviewing reporter of their experience with this famous food. Indeed, in the published letters of no less a person than the Hon. Walter Hines Page, war-time Ambassador to England, appears one to his son, voicing his praises of Shredded Wheat.

Forty years is a long time, or a short

time, according to the point of view, but into 40 years has been crowded a good deal of history for Shredded Wheat. And the whole story of Shredded Wheat is one of those business romances that was established on the little word "if".

If Henry D. Perky, a Boston lawyer, had not been troubled with indigestion, and, *if* he had not been breakfasting in a little Nebraska town, along about 1890, and *if* he had not been curious as to why a fellow-diner was eating a bowlful of cooked wheat—Shredded Wheat might never have been invented. But these things did happen, and *billions* of packages of Shredded Wheat have been the result.

**THAT
LITTLE
WORD
"IF"**

Mr. Perky's interest and inquiries led him to his own experimenting, and he was delighted to find that boiled wheat agreed with him as few other foods did. To make it more palatable and digestible,

he conceived the idea of baking it into biscuits. His first equipment was a crude little machine, not greatly different from an old-fashioned coffee-grinder.

With this he was soon supplying his own needs and those of his friends and neighbors, and he thought he saw an opportunity to go into business. His early ventures were not too successful; first he tried to sell duplicates

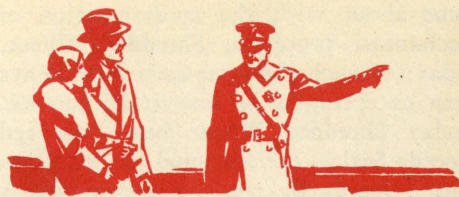
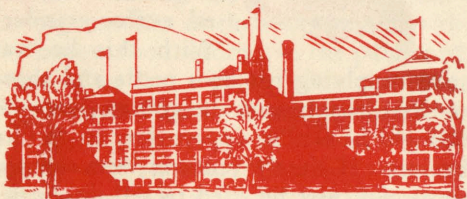




of his machine, so that each family could make its own biscuits. Then he began to make biscuits, himself, and sell them from door to door. But he had courage and vision, and in 1894 he moved from Denver to the East, to exhibit Shredded

Wheat at the Grocers' Convention in Mechanics Hall in Boston. In 1895 he acquired a cooking school in Worcester, Mass., known as the Oread Institute, and with this beginning organized the Natural Food Company, and began the manufacture of Shredded Wheat.

It was in 1900 that he came to Niagara Falls and selected a beautiful site facing the river and said, "Here I intend to build the finest, cleanest factory in the whole food industry." Far in advance of his time, he planned many innovations which since have become less extraordinary but which then were almost revolutionary. He ordered that there should be rest-rooms, shower baths, medical care and other welfare services for employees, and in every possible way he made The Home of



Shredded Wheat a model plant, well worth the visit which he invited the public to make. And the people did come, to see the beautiful building and the fascinating process of manufacture. And when they returned home they told their friends, and their friends came. Millions of visitors have taken the trip of inspection, and, in fact, policemen in Niagara Falls direct visitors to The Home of Shredded Wheat just as automatically, and nearly as frequently, as to the Gorge or the Cataracts.

The growing popularity of Shredded Wheat throughout the West necessitated the building of another model bakery, on the Pacific Coast, in 1916. Visitors are welcomed here, too, as indeed they are at all of the Shredded Wheat bakeries, of which there are five: two at Niagara Falls, N. Y., one at Niagara Falls, Ontario, one at Oakland, Calif., and one in Welwyn Garden City, England.

**FIVE
MODEL
BAKERIES**

In 1930, the Shredded Wheat Company (the name to which the Natural Food Company had changed in 1908) became a part of the National Biscuit Company. Excepting for such improvements as have

come about with the modernization of mechanical processes, Shredded Wheat, today, is much the same as it has always been, excepting for *one more* vital difference. Today Shredded Wheat bears the red Uneeda Seal of the National Biscuit Company, Uneeda Bakers, the largest baking organization in the world.

**JOINS
THE
UNEEDA
FAMILY**

Thus, to the name and reputation of Shredded Wheat is added the assurance that goes with this world-famous trade-mark. For no product bears the Uneeda Bakers name and Seal—be it crackers, cookies, cereals, bread, cake, ice cream cones, or whatever—unless it is made with the utmost baking skill and with the finest and purest of ingredients. Like all the other 500 varieties in the Uneeda Bakers line, Shredded Wheat displays its red Seal proudly. For, in nearly half a million grocery stores, and in many millions of homes, the Uneeda Seal—the symbol of purity, cleanliness, freshness and wholesomeness—deservedly enjoys complete and perfect confidence.





READY-COOKED, READY-TO-EAT
TO INSURE CRISPNESS, HEAT BEFORE SERVING

SHREDDED WHEAT



The Home of
SHREDDED WHEAT
Niagara Falls



The Home of
SHREDDED WHEAT
12 BISCUITS - 12 OUNCES

100%
WHOLE WHEAT



READY-COOKED, READY-TO-EAT
TO IMPROVE CRISPNESS, HEAT BEFORE SERVING

SHREDDED WHEAT
100% WHOLE WHEAT

Uneda
The Home of
SHREDDED WHEAT
Niagara Falls

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