



# I'm Strong for it!

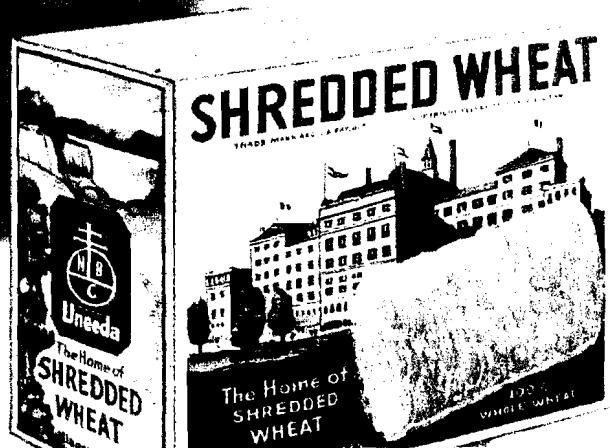
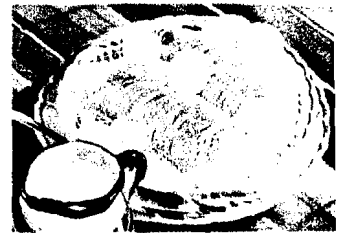
My mother got me started eating Shredded Wheat because, believe it or not, I wasn't always such a husky kid. It made me feel pretty good and the coach at school said it was okay. Us fellows can't be bothered fussing about food. We got to have something that sticks to our ribs and doesn't give us stomach ache. Pop eats Shredded Wheat, too, every single morning. Mother knows her stuff, all right!



NATIONAL BISCUIT COMPANY

**"Uneeda Bakers"**

Be sure to get the package with the picture of Niagara Falls and the N. B. C. Uneeda Seal.



Shredded Wheat, 1934

► Cream Of Wheat, 1937