WON ITS FAVOR WITHOUT A FLAVOR

When you eat a breakfast cereal you want to do your own flavoring or seasoning. That's the reason you will choose

SHREDDED WHEAT

for your morning meal. It is a natural, elemental food made of the whole wheat steam-cooked, shredded and baked a crisp, golden brown. It is not flavored or treated or compounded with anything and hence keeps indefinitely in the market—the standard cereal food eaten all over the world.

Made only by The Shredded Wheat Company at Niagara Falls, N.Y.

NEW LEADER LOOMS

O'Gorman Forging to Front in Senate.

PERSONAL MENTION.

Bull Moose Do Not Yet Know Whether to Count Oregon Member in Caucus.

WASHINGTON MEN ENLIST


FISHCOURT FLOCK TO ALASKA

Desire Number of Columbia River.

CENTRAL NUMBER OF COLUMBIA RIVER.

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