

Title:	Canadian Shredded Wheat Company Fonds		
Creator:	[Canadian Shredded Wheat Company]		
Dates of Material:	1901, 1918, 1933, [1960], n.d.	Record Group Number:	RG 354
Summary of Contents:	<p>Series I. Scrapbook entitled <i>The Visit of His Excellency the Governor-General to The Canadian Shredded Wheat Company Ltd. October 25th, 1933</i></p> <p>1.1 includes: a guest register page signed by the Governor General and 13 b&w photographs of the visit of Captain Vere Brabazon Ponsonby, 9th Earl of Bessborough who served as The Governor General of Canada.</p> <p>Series II. Photographs, 1901, 1918, [1960], n.d.</p> <p>1.2 includes: 13 b&w photographs of the Canadian Shredded Wheat Factory, the George Ellis canning factory, Shredded Wheat staff and one of the Triscuit ovens in the Niagara Falls, New York factory.</p>		
Physical Description / Condition:	<p>12.5 cm. of textual material includes: 1 scrapbook and 13 b&w photographs.</p> <p>The scrapbook was professionally bound and remains in excellent condition. The title of the scrapbook is embossed on the front cover. Loose photo captions have been transcribed on the back of appropriate scrapbook pages.</p> <p>Loose photographs are brittle and in some cases torn.</p>		
Administrative/ Biographical Sketch	<p>In 1893 Attorney Henry Drushel Perky and William H. Ford invented a machine for the preparation of cereals for food. Perky soon realized that the actual cereal biscuits were more popular than the machines and he opened Shredded Wheat plants in Massachusetts and Niagara Falls, New York. In 1904, the Niagara Falls, Canada plant was opened. These factories also served as tourist attractions. In 1907, one hundred thousand people visited the plants on both sides of the border. In 1928, the company was sold to The National Biscuit Company and the product name changed to Nabisco Shredded Wheat. The name of the plant was changed to Nabisco Foods in 1956 to reflect the variety of foods that were being produced at that time. In 1985, Nabisco was purchased by J.R. Reynolds thus forming RJR Nabisco. In 1994, RJR sold its breakfast cereal business to Kraft Foods and the international licenses to General Mills. Shredded Wheat is now integrated into the Post Foods portfolio.</p> <p style="text-align: center;">with information from: <i>Niagara Falls Canada a History</i> by The Kiwanis Club of Stamford, Ontario Inc. and <i>Business Source Complete</i></p>		

	<p>Captain Vere Brabazon Ponsonby, 1880-1956, was a businessman and politician. He was educated at Cambridge and served on the London County Council. In 1910, he was elected to the British House of Commons. Upon the death of his grandfather, he became The Earl of Bessborough and was a member of The House of Lords until 1931. It was also in 1931 that he was appointed as The Governor General of Canada by King George V. Ponsonby was the first businessman to have ever been appointed Governor General.</p> <p style="text-align: right;">with information from: <i>The Niagara Falls Gazette</i> and <i>The Ottawa Citizen</i></p>			
Location:	Brock University Archives			
Source Information:	Purchased from John Rush, 2009.			
Subject Headings:	600	Bessborough, Vere Brabazon Ponsonby, 9th earl of, 1880-	610	Canadian Shredded Wheat Company (Niagara Falls, Ont.)
Added Entries:	610	Shredded Wheat Company (Niagara Falls, N.Y.)	650	Tourism zNiagara (Ont. : Regional Municipality)
Related material held at other repositories:				
Described by:	Anne Adams	Date:	September 14, 2011	