

## DONT PAY A BIG PRICE FOR FOOD

The most expensive food is generally the poorest in real nutriment. Considering its hiơh nutritive value, Shredded Wheat Biscuit is without doubt the cheapest food in the world today. It contains all the rich muscle-making elements in the whole wheat grain.The price was not pushed up on account of the war so we don't have to come down. Shredded Wheat contains more real nutriment than meat or egogs, and costs much less.

Two Biscuits served with hot milk make a warm, nourishing meal for the cold days. Delicious with sliced bananas orother fruits.

