

## The Diminishing Dollar

The Government is making more dollars every year-and so are you-and the dollars are just as large as they ever were, but they are actually smaller in purchasing power than ever before. The problem is
 to make a dollar go as far as possible in purchasing the necessities of life. For a dollar you can get one hundred

## Shredded Wheat Biscuits

and that means a hundred wholesome, nourishing breakfasts. If you add coffee, milk and cream a deliciously nourishing Shredded Wheat breakfast should not cost over five cents. Shredded Wheat Biscuit is the whole wheat prepared in digestible form. It is ready-cooked and ready-to-serve-a boon to busy housekeepers with growing children.

Always heat the Biscuit in oven to restore crispness. Two Shredded
Wheat Biscuits with hot milk or cream will supply all the energy
needed for a half days work. Deliciously nourishing when eaten in
combination with baked apples, stewed prunes, sliced bananas or
canned or preserved fruits. Iry toasted Triscuit, the Shredded Wheat
wafer, for luncheon with butter, cheese or marmalade.
Made only by The Shredded Wheat Company, Niagara Falls, N


