YOU WILL HAVE TO "CARRY ON"
While the Kings and Emperors are being disposed of you will have to "carry on".
Your job is to work and save and serve.
Don't waste food or fuel. When you eat white bread be sure it is the whole wheat.

Shredded Wheat
is a whole wheat food. In making Shredded Wheat no particle of the wheat berry is wasted or thrown away. Always clean pure and wholesome. No sugar is required—just milk and a dash of salt.

"I Carried This Aluminum Outfit With Me Everywhere"
"—when in training back of the lines, on the march, into battle. Got the toughest kind of service, yet always had my two "Wear-Ever" aluminum utensils in my kit in many homes.

Women who realize that real economy is not a matter of buying "cheap" things, but things that give lasting service, know that it pays to invest in

"Wear-Ever"
Aluminum Cooking Utensils

They know that, because of the strength and enduring qualities of these beautiful utensils, they are saving the expense and annoyance of continually buying new utensils.

"Wear-Ever" utensils are made in one piece—without joint or seam—from thick, hard short aluminum. They have no coating to chip or peel; no place for food to lodge—cannot rust—are pure and safe.

Soon the complete line of "Wear-Ever" utensils will be obtainable—including those styles and sizes which could not be secured during the war because of the demands of the National Service.

Replace utensils that wear out with ones that "Wear-Ever"

Look for the "Wear-Ever" trademark on the bottom of each utensil