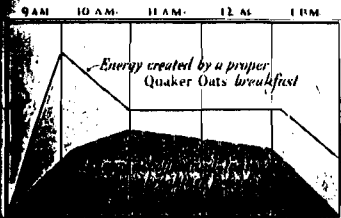


# The Great American Breakfast

That provides, in delicious form, the brain-and-brawn building nourishment your family needs

... Now Cooks in 2½ to 5 minutes



This chart demonstrates the energy created by your food. Thus, the top line shows why you feel better, are more alert, mentally, after a normal breakfast including Quaker Oats. The bottom line shows the utter inadequacy of a light breakfast.

THE need of balanced meals—which means starting after the long night's fast with food that equips you for the vital forenoon hours—has long been urged by dieticians.

Now families need not be deprived of the great American breakfast through cooking time. Quick Quaker Oats, with all the rich nourishment, the steamy delicious flavor you have always known, cooks in 2½ to 5 minutes.

Thus while the coffee boils, while you make toast, Quick Quaker is prepared, to provide the nourishment of breakfast that "stands by" you through the morning.

### What the 4 morning hours demand of you

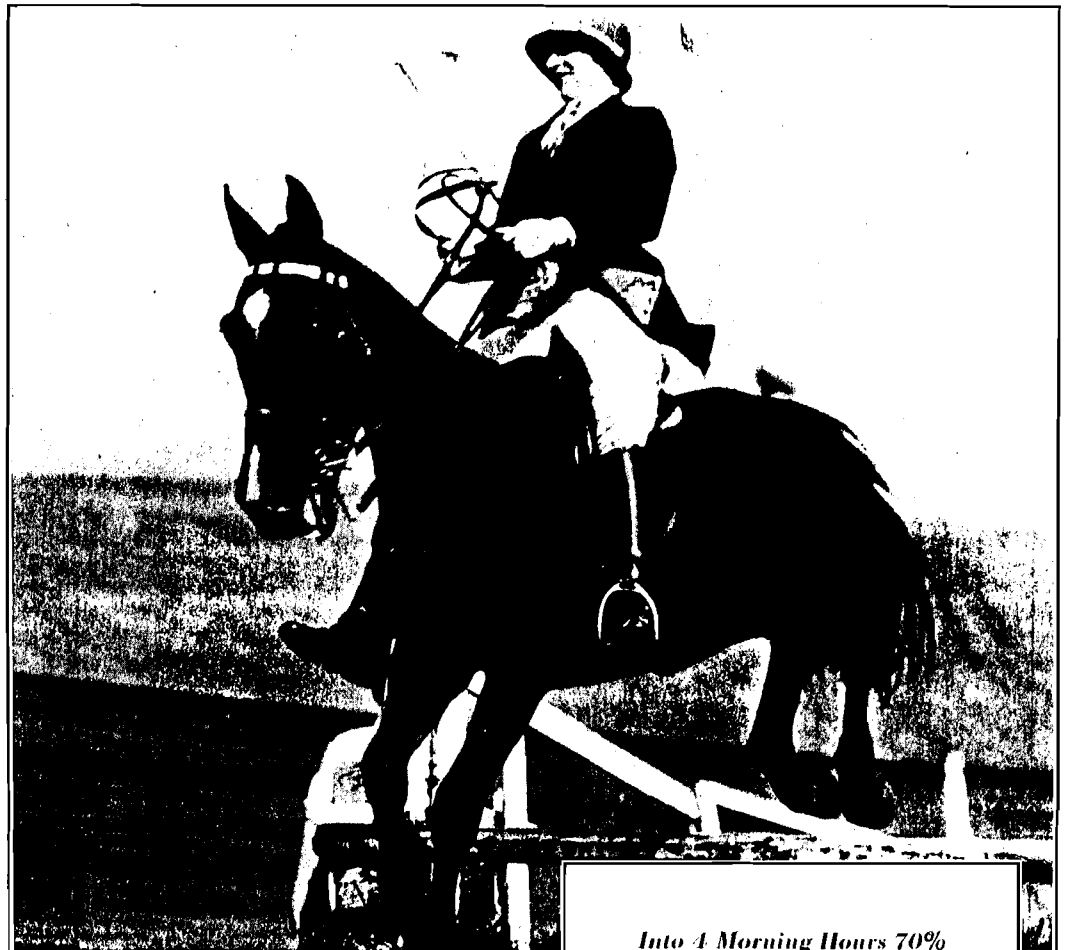
Scientists have made two interesting discoveries regarding breakfast. First, a nation-wide investigation established the fact that 70% or more of the world's work is done each day—in business, in homes and in schools—before noon.

And "feeding tests" showed the deficiencies of inadequate breakfasts to generate the energy required to meet these four important morning hours' work. The chart above shows, comparatively, what one gets from an adequate breakfast, including Quaker Oats, and from a "freak" breakfast.

### Protein—and its place in your diet

Quaker Oats is 16% protein. It has more of this "stamina" element than any other cereal known. It contains half as much again as wheat, double that of cornmeal. Protein is the element that builds muscle, that rebuilds the tissues of the body.

Besides its rich protein element, Quaker Oats is rich in minerals,



Leila Ricard on her favorite hunter taking a creditable jump at a recent horse show. She keeps trim and in condition by careful eating—beginning with Quaker Oats for breakfast each day.

### Into 4 Morning Hours 70% of the World's Work Falls

70% of your day's most important work is done between 8:30 a. m. and 12:30 p. m.—in 4 short hours, according to nation-wide commercial, financial and scholastic investigations.

That is why the world's dietetic urge now is to watch your breakfast; to start days with food that "stands by" you through the morning and thus protect the most important hours of your day.



Byron Ward alternates golf with lawn mowing, after a busy day at the office. For physical and mental alertness demanded by modern business, he recommends Quaker Oats.



abundant in Vitamin B. 65% is carbohydrate. The roughage, to replace laxatives, is retained.

Served rich and savory, Quick Quaker has a creamy richness no other cereal boasts.

The makers of Quaker Oats also make Mother's Oats and Quick Mother's Oats, which you may have been accustomed to buying. They use the same care in selection, the same high standards of milling, that have made the name Quaker a household word.

THE QUAKER OATS COMPANY