

Worth a million a pound

Are they gaining or losing weight?



One out of every three school children is under-weight - therefore under-nourished. The chief cause-Doctors say-is improper diet. Too much super-refined foods! Too little natural foods that build strong, sturdy bodies and sound, robust health!

That's why Doctors today so strongly urge hot all-wheat cereal with milk. It supplies -in right proportion-the 16 vital food elements needed for health, for strength, for energy and for growth.

Wheatena is the cereal that brings you - at no extra cost-the priceless food materials that Nature packs into the nut-brown wheat kernel. This means not just the starch . . not just the bran . . but also the great body-building proteins and health-giving vitamins.

Equally important-Wheatena is wonderfully delicious . . easily digested . . easily prepared . .

and it costs you less than 1 cent a dishinserve. Just 2 minutes of boiling and bubblif and your Wheatena is ready. For bable longer, of course.

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