

## OWorth 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 righe 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 cast-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 dishi, serve. Just 2 minutes of boiling and bubblit and your Wheatena is ready. For babfe longer, of course.

Send for this book today
"Feeding the Child from Crib to College" was wrib expressly for mothers by one of the most eminent child specialists in America. It contains vital information on dietalso many aturactive recipes. Oaly 25 C brings you your copy,

Wheatena Sample FREE
D Check here-enclose 25C-for the book and a Whearena sample.
[. Check here-enclose no money-for a FREE sample of Wheatena.


Mail thịs coupon to The Wheatena Corporation Wheatenaville, Rahway, N. J.

## Hyl

 \% WHEAT CEREAL FOR STRENGTH, GROWTH AND E N ERM: