here's *New* enticement for drowsy appetites

...new twice-crisped Puffed Wheat and Puffed Rice★

Cool...dainty...twice as crisp as ever before!
Here's the way to tempt lazy summer appetites

THEY turn to energy so quickly! They're so dainty...cool...*refreshing!* Yet so wholesomely nourishing. No wonder child experts recommend Quaker Puffed Wheat and Puffed Rice as the ideal hot weather cereals.

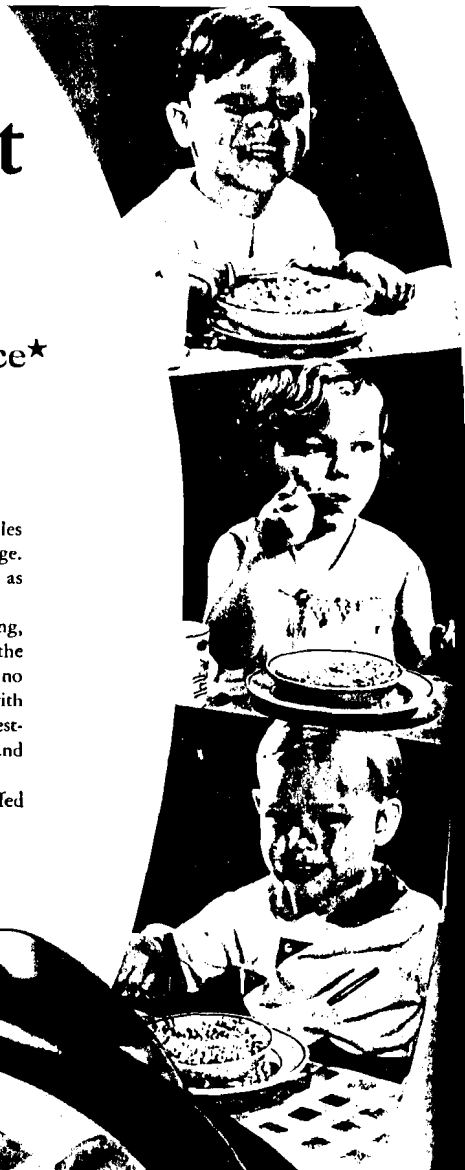
And no matter how hot the weather... no child has to be coaxed to eat Puffed Grains. Always, these are the cereals they prefer. Children in 42 states, given their choice of 11 leading ready-to-eat cereals, chose Puffed Grains as "the ones we like best of all."

Now these enticing grains have been made even more delicious. Now a special twice crisping process crisps them. Crisps them again. Then hustles them piping hot into a new Seal-Krisp package. And so they come to your cereal dish as fresh as the moment they were shot from guns.

Heap cereal dishes high with these new, rustling, extra-crisp Puffed Grains. Tempt children to eat the cereal nourishment they *must* have. Remember, no other cereal provides Nature's health grains with every food cell steam-exploded to complete digestibility. No other cereal brings nourishing rice and wheat grains in such cool, dainty form.

Get the new Quaker Puffed Wheat and Puffed Rice from your grocer tomorrow.

LISTEN to Gene and Glenn, the Quaker Early Birds... over N. B. C. Consult your newspaper radio program for time.



Amazingly rich in nourishment★

In spite of their crisp daintiness, Quaker Puffed Wheat and Puffed Rice are amazingly rich in nourishment. A generous dish of Puffed Wheat or Puffed Rice, with milk or cream and sugar, is greater in energy value than 4 or 5 slices of bacon, a baked potato, or a lamb chop. Serve Puffed Grains for breakfast, lunch or supper—whenever you want substantial nourishment at an economical price.

Quaker Puffed Wheat *and* Puffed Rice

7/32 p64 WHC