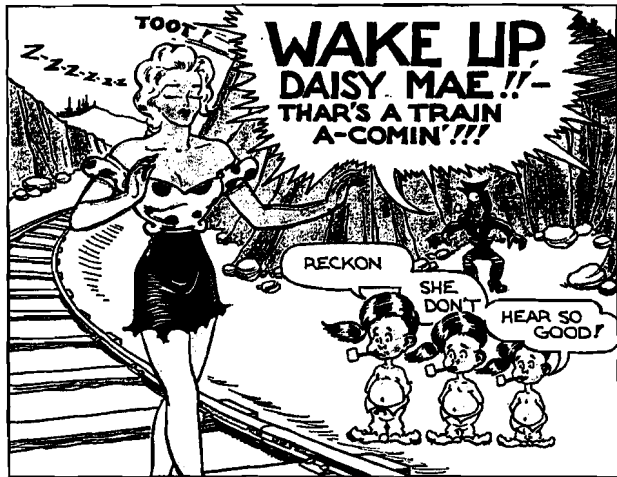


LIL ABNER by AL CAPP

PROVES HE'S A REAL GENTLE-MAN

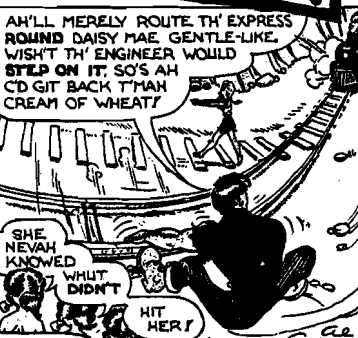


LOOK WHAT YOU GET

IN ONE SERVING OF "ENRICHED 5-MINUTE" CREAM OF WHEAT

- 1 As much iron as in 4 eggs
- 2 As much calcium and phosphorus as in half a glass of milk
- 3 As much Vitamins B1 and Niacin as in an equal amount of whole wheat

NO OTHER CEREAL SUPPLIES SO MUCH OF THESE HEALTH BUILDERS FOR LESS THAN 1¢ A SERVING!



CREAM OF WHEAT IS BABY'S BEST FIRST SOLID FOOD. "ENRICHED 5-MINUTE" CREAM OF WHEAT OR "REGULAR" BOTH DELICIOUS, RICH IN FOOD ENERGY, EASY TO DIGEST, LESS THAN 1¢ A SERVING!

"Enriched 5 MINUTE" and "REGULAR" CREAM OF WHEAT DELICIOUS - NUTRITIOUS

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Shredded Wheat Cereal, 1946 ◀ Cream of Wheat, 1943

it's a Sweetheart of a breakfast!

these wholesome, happy biscuits of natural whole wheat

Wake up and revel in this morning-good breakfast! For Nabisco Shredded Wheat brings you full-bodied, rich, fibre-laden and good-tasting nourishment you really need every morning! Use as good for you as cooked cereal - without the kitchen ballet! Make your morning hum - feel like a break-the-Glass-Killer every day! Get in the habit of eating Nabisco Shredded Wheat - the original! Nabisco Foods product - a natural for your breakfast!



Delicious, ready to serve... yet as nourishing as a hot cereal

Shredded Wheat Cereal, 1946

Good breakfast... Good day!

WITH THIS MEAL OF HEARTY-GOOD WHOLE WHEAT

You can't help love a dish like this! So choicely full of the wheat it owns - delicious flavor... So homely, nourishing and natural... So easy on the household - for there's no cooking bother. (For Nabisco Shredded Wheat is every bit as good for you as hot cereal!) Send your loyalty of eating every morning with this wonderful breakfast "stepping to their ribs" Nabisco Shredded Wheat - the original Nabisco Foods product!



Delicious, ready to serve... yet as nourishing as a hot cereal

Shredded Wheat, 1944

▶ Maxwell House Coffee, 1940