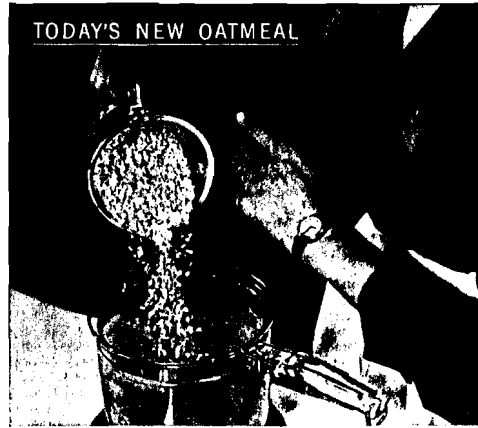


Quaker develops new oatmeal that cooks completely in just one minute

**NEW PRODUCT TASTES SMOOTHER, CREAMIER...AND ITS
HIGH-PROTEIN CONTENT CAN HELP YOU CONTROL YOUR WEIGHT**



QUICK AS COFFEE—that's today's new oatmeal. Cooking time has been cut to just 50-60 seconds with the *new* Quick Quaker Oats, or *new* Quick Mother's Oats (which is the same high-protein oatmeal).

ESPECIALLY APPEALING TO CHILDREN is the extra creaminess and smoothness of the new oatmeal. The oat flakes have simply been rolled thinner for quicker cooking. All the nourishment of oatmeal, all the traditional oatmeal flavor, is there.

PROTEIN IS A KEY to weight control. Today's high-protein oatmeal has a very special significance for those who want to *gain* weight . . .

or *lose* it. It is the fundamental "must" for *building* up strong bodies, good red blood. At the same time, a diet high in protein is essential for those who need to lose weight. Protein raises the blood-sugar level, helps keep appetite inactive. It cuts down hunger—while supplying needed strength and energy.

YOUR WEIGHT-CONTROL PROBLEM—*either* kind—can be helped by the high-protein content of *new* Quick Quaker or Mother's Oats.

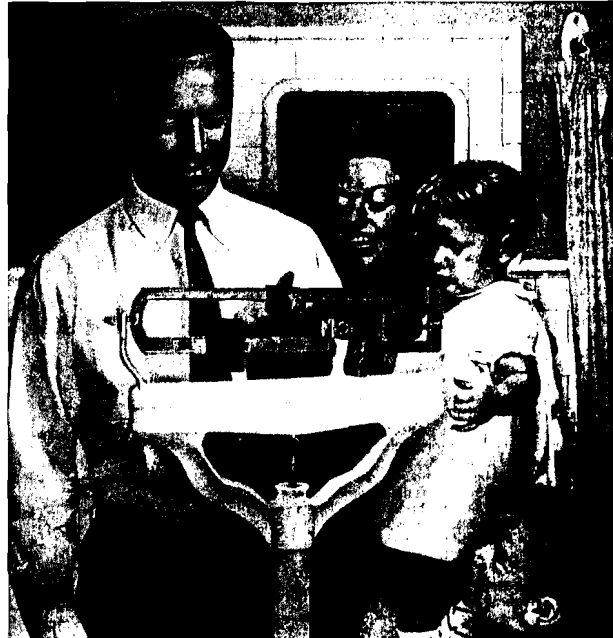
For those who prefer the taste and the texture of old-style oatmeal, *Old Fashioned* Quaker or Mother's Oats cooks in a mere 5 minutes.



ALL-MORNING ENERGY, for work or play is provided by a single bowl of hot, creamy oatmeal. Oatmeal supplies more stamina, more energy than any other whole-grain cereal . . . and a serving of Quaker or Mother's Oats costs about 1¢.



PAN RINSES INSTANTLY when oatmeal is prepared properly. Just keep pan tightly covered, before and after serving, until ready to wash. It will rinse clean, without scouring.



WEIGHT-CONTROL SECRET is food high in protein to curb appetite, maintain stamina. And oatmeal supplies *far more protein* than any other leading cereal. Bowl of oatmeal, with sugar and milk included, contains only 210 calories . . . yet supplies 9 grams of protein.

NEW QUICK QUAKER OATS
QUICK MOTHER'S OATS
SAME FINE OATMEAL