

chill in the air!

...choose a HOT breakfast



Try **WHEAT HEARTS**
the HOT cereal
recommended by



Betty Crocker

of GENERAL MILLS



"I think you'll like Wheat Hearts," says Betty Crocker of General Mills. "It's easy to fix and tastes delicious. Really hits the spot on these raw, blustery mornings."

6 times richer. Contains wheat germ—6 times richer in Vitamin B-1 than whole wheat itself. Helps build energy and vigor. Cooks in 3 minutes. Serve every day. It's Sperry good!

Betty Crocker
AMERICA'S FIRST LADY OF FOOD

"SPERRY," "BETTY CROCKER," "WHEAT HEARTS," ARE REG. TRADE MARKS OF GENERAL MILLS, INC.

Family Circle
July 1955