

Now—
Velveeta is
extra good for
youngsters
and young
mothers,
too!



**Now richer than ever in high-quality protein, calcium, phosphorus, riboflavin*

Now your old favorite, Velveeta, is richer than ever in vital non-fat food values from milk!*

When you put two ounces in a husky sandwich for your youngster the Velveeta gives him *more* milk protein, *more* calcium, *more* phosphorus, as much riboflavin and *more* vitamin A than he gets in a big 8-ounce glass of fresh, whole milk.

And because the extra goodness

of this famous pasteurized process cheese spread comes from the *non-fat* part of the milk, Velveeta is especially good for you, too, both before and after the baby comes.

While you're watching your weight, and also trying to get your needed supply of milk nutrients, enjoy Velveeta and crackers and Velveeta and fresh fruit. Delicious Velveeta can be a big help to you!



VELVEETA BY KRAFT
is full of health from milk!

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whale; but I was dying harder and I couldn't stand it, and I slid out of my seat, right down on the floor, where she couldn't see me and I couldn't see her. They tell me millions all over the country saw me do the vanishing act, and they figured it was a heart attack, only they were more interested in could Ellie answer the question than did some boob in the audience keel over.

So, sitting on the floor, I heard her answer, and she got it cold, and the audience cheered and I got up and slapped the dust off my pants, and we had another party.

I got Ellie to myself finally. "That tract in Jersey," I said. "They've started the foundations. We could get an idea."

"I'd love to see it," Ellie said. "It was the strangest thing, Fred. I knew the answer to that question perfectly. And then I looked at you and it went right out of my mind. Then you disappeared and the answer came back to me. Is it all right if Mama comes with us to the tract Sunday?"

"Mama's going to live in the tract with us?" I said.

"I don't think so," Ellie said. "But Mama never gets out in the country any more. I thought it would be nice to take her."

SO WE took Mama. She didn't think much of the tract, and on the way back she saw another real-estate development from the bus window, and we got off and looked at some split levels, and I asked a salesman if he'd mind letting me in on the price.

"Thirty thousand," he said.

"Thank you kindly," I said, and got Ellie by one arm and Mama by one, and we went back to wait for the next bus.

"Well, it's not all that expensive," Ellie's mother said. "The way Ellie's going, she might be able to buy a couple of those houses if she felt like it."

"One for you and one for me," I said. I looked at Ellie, who was floating on cloud nine, and I didn't know if I could reach her any more. "I don't know if I want to move into a thirty-thousand-dollar house Ellie buys me," I said. "I'm not sure I want to be a rich girl's plaything. Suppose she discards me like a busted popgun, what then?"

"Well, when it comes to that," Ellie's mother said, "I don't know if Ellie wants to spend the rest of her life in Jersey. She could go to California. I had an air-mail special from my sister yesterday. She lives in Pacific Palisades. A lot of movie stars live there. My sister said an agent she knows saw Ellie on the show, and he told my sister Ellie has something."

"He's at the end of the line," I said. "I knew Ellie had something when I saw her take her first drink at the water cooler."

When we got on the bus, I looked at Ellie, sitting beside me. "You want to go to Hollywood, Ellie?" I said. "Maybe I could come out sometime. Like when I'm retired, I could come out. And maybe I could take a bus trip to see the homes of the stars. Maybe you'd be

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