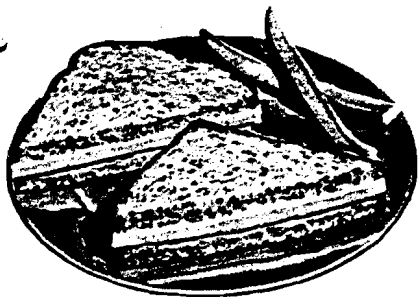


# NOW VELVEETA IS RICHER THAN EVER IN VITAL NON-FAT FOOD VALUES\* FROM MILK!



\*High-quality protein, calcium, phosphorus, riboflavin



### Extra good for youngsters—Velveeta sandwiches like this!

If you have to coax to get a youngster to drink the needed quart of milk a day, here's happy news for you! A single 2-ounce slice of Velveeta—the amount you put in a husky sandwich—gives *more* high-quality protein, *more* calcium, *more*

phosphorus, as much riboflavin and more vitamin A, than a big 8-ounce glass of fresh, whole milk. And how the youngsters go for the rich yet mild cheddar flavor of this fine pasteurized process cheese spread! Get Velveeta in the two-pound size.



### Extra good for you, too, both before and after the baby comes!

You young mothers know your particular need for milk's vital food values both before and after baby comes. Possibly you also have to watch your weight. You'll certainly be interested to know that Velveeta's special goodness comes

from the *non-fat* part of the milk. A single ounce supplies *more* milk's vital food values and *no* more calories than a 6-ounce glass of fresh *non-fat* milk. So, for snacks and dessert, enjoy Velveeta 'n crackers and Velveeta with fresh fruit