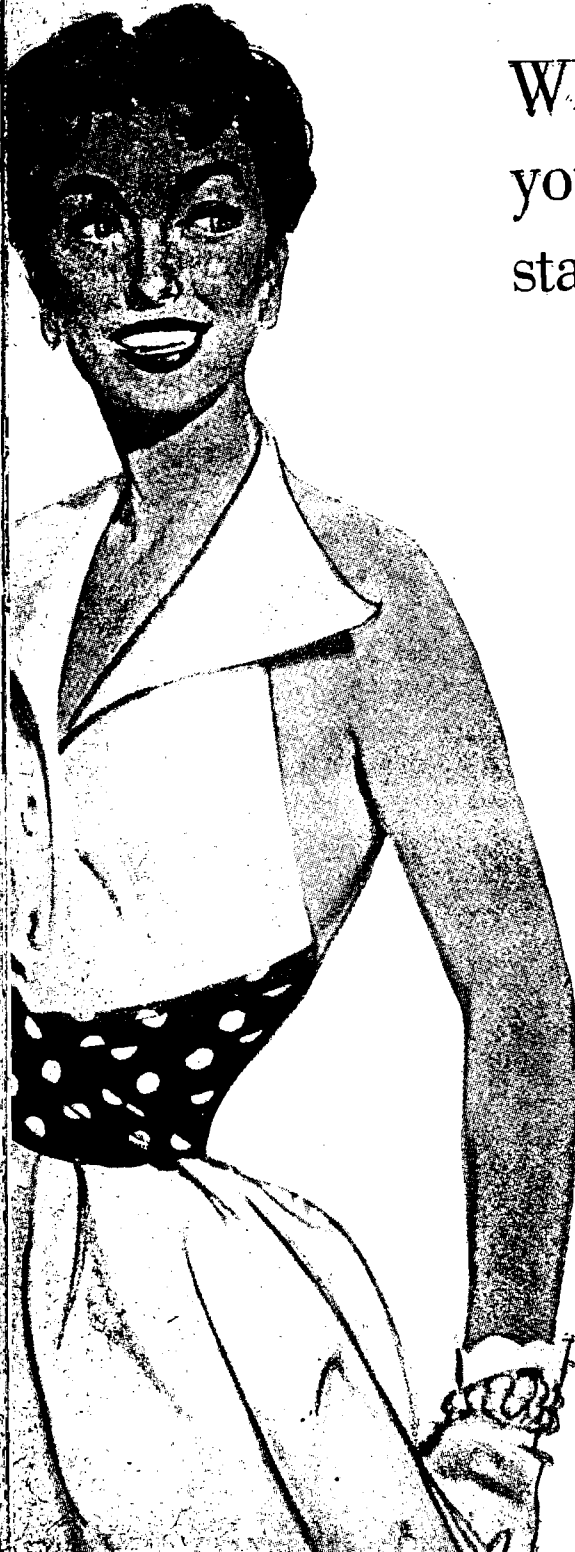


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# Wheaties helps the young in heart stay young in health

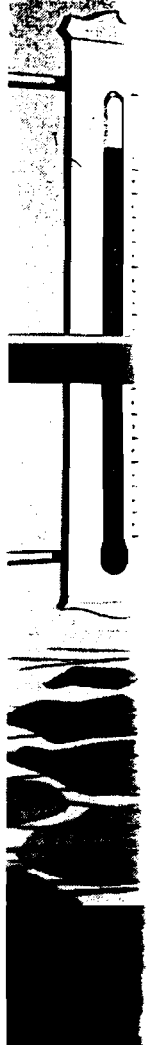
**Good nutrition** is the reason why so many people "live younger" nowadays. It's also the big reason why so many parents are joining their children in a delicious breakfast of Wheaties, milk and fruit.

**Wheaties supplies** vital food elements . . . gives you an important share of the protein, iron, phosphorus and vitamins so necessary for glowing health.

**Low in fat, too.** Wheaties, milk and fruit average only 17% fat calories . . . Wheaties alone, a bare 4%! All other Wheaties calories are protein and food energy types.

Start tomorrow on *your* way to living a little younger, with Wheaties . . .

*the light breakfast with the solid heart!*



....FC

THIRST

And followed in seconds! Y. sugar, stir and Get REALEM. ever you need LEMONADE?