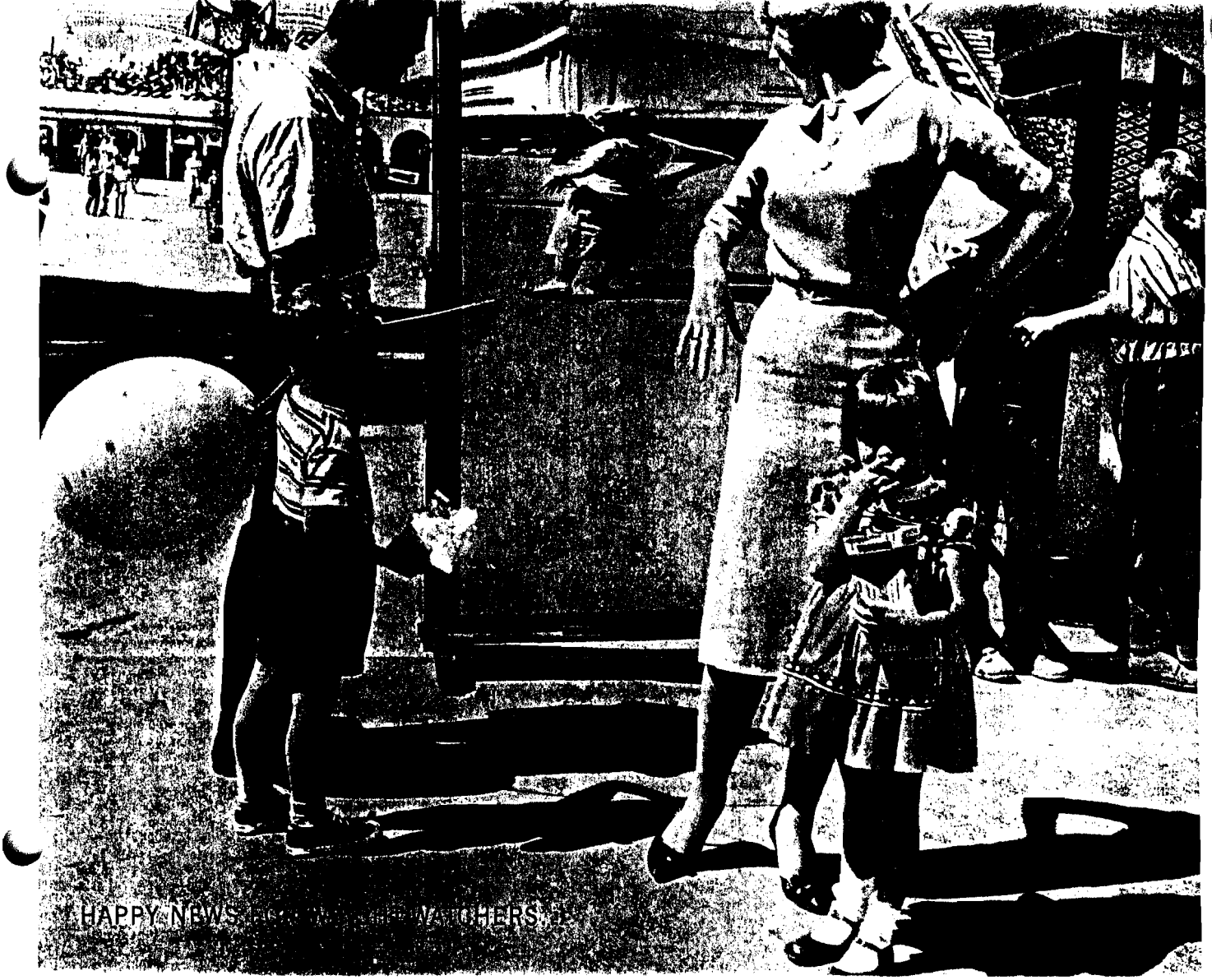


60 J

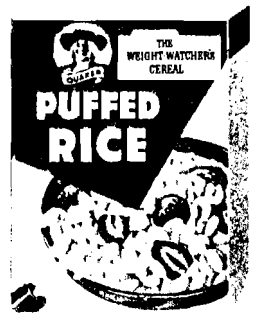
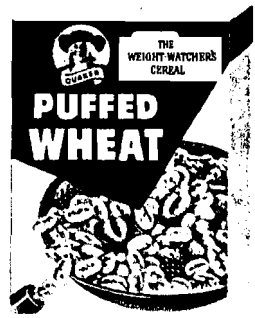


HAPPY NEWS FOR THE WEIGHT WATCHERS

Fewer Calories in a bowlful than any other kind of cereal!

Quaker Puffed Wheat and Quaker Puffed Rice are wise ways to start your weight-watching day. A bowl of *either* has about *half* as many calories on the average as a bowl of any other kind of cereal—full, standard measuring cup servings. Quaker Puffed Wheat has only 43 calories. Quaker Puffed Rice, only 51. Yet, *both* have the good nourishment you *need* because you *are* watching weight—all the whole-grain amounts of vitamin B₁, niacin and iron. So, don't skimp on nor skip over breakfast... Eat the Weight-Watcher's Cereals. The family will like them, too!

Good nutrition and flavor...and lots of fun
in these Weight-Watchers' Cereals "Shot from Guns"!



Just say it to the world