



COLD CEREAL ON A COLD MORNING? HOW C-C-C-CRUEL.

How unc-c-conscionable.
Why, it's like sending your kids out on an icy morning in their underwear.
Snowbabies need the warmth of a loving bowl of Quaker Oats. Way deep inside where the warmth really warms. Cold cereal just leaves them out in the cold.
Nothing to stick to a young, growing rib.

Nothing to turn on the heat. On a cruel, cold morning, everybody needs a kindly bowl of warm Quaker Oats.
Quaker Oats has more protein than whole wheat, whole corn or whole rice. So full of nourishment, it keeps a body going till lunch.
And that's a lot of go, on only two calories more per ounce than cold cornflakes. Isn't that

a nice warm fact for chubby grown-ups to know? Especially since Quaker Oats has the hearty, nutty flavor of natural, pure, sun-toasted oats.
On a frosty morning, it warms a child's heart like a good morning kiss.
Don't forget, mama.
In some cities, Quaker Oats is called Mother's Oats.

