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# Bran, the surprising advantage of Wheatena.

A revelation about  
America's great natural wheat cereal.

**B**RAN HAS BEEN THERE in  
Wheatena right along.

It's one of the advantages of having a 100% natural whole wheat cereal, which Wheatena is. We have never processed or refined the bran out. And today, it's more important than ever that you know about it.

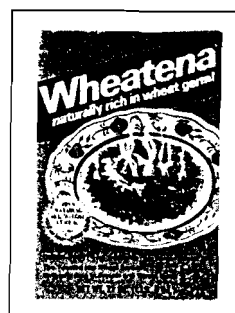
Bran, besides being a source of nutrients, happens to be a rich source of *food fiber* (what we used to call bulk or roughage).

And fiber's something that a great many Americans today may not be getting enough of in their diet.

Everybody agrees the digestive system needs fiber; but many authorities now believe we would do better by our system if we regularly took in even more.

You see, by its very nature fiber helps the digestive system both function and keep in shape.

Further, fiber takes the wastes the digestive process leaves behind, and in-



stead of letting them hang around in the system, carries them through.

So it's not simply a matter of regularity, it's also a matter of shortening the time wastes are stored.

Wheatena is 12% bran; well ahead in fiber. In fact, of all the cereals, it's one of the highest in bran and fiber.

That's the surprising advantage of Wheatena: anybody who eats it gets not only the natural wheat germ of Wheatena, the natural protein of Wheatena, the good toasty taste of Wheatena, but a respectable portion of bran, this great natural source of fiber.

Now nobody's established just how much fiber you need in your diet. But a bowl of Wheatena every day is a good start.

If you already eat Wheatena, it should make you feel even better. If you don't, suddenly it's something to consider: you might very well improve your diet just by including Wheatena.

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