



Wheaties helps you step lightly over your years!

Have you tried the Wheaties swing? It's not a step. It's a feeling! You get it from eating a good breakfast every morning—the youthful vitality that swings you through each day from birthday to birthday!

Whole kernel of wheat

That youthful buoyancy isn't just mental, either. Nutritionists tell us that Wheaties, the famous "Breakfast of Champions"—with milk and fruit, gives you really worthwhile amounts of important food elements!

Wheaties iron starts rebuilding rich, red blood within three minutes. Wheaties protein helps restore muscle tone you need for mental and physical stamina. You get all the food value of wheat bran, wheat energy, and wheat germ—because there is a whole kernel of wheat in every Wheaties flake!

Live a little younger!

So tomorrow morning, set a bowl of Wheaties at *your* place, too. You'll find the "Breakfast of Champions" helps you live a little younger!

*the light
breakfast
with the
solid heart!*

