



# 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!*

