

Mainstay of Summer Menus



WEET-BIX



Be one of the food-wise moderns who place a standing order for Weet-Bix, the unique whole wheat cereal that can be served in a hundred and one ways.



WEET-BIX FOR BREAKFAST

with fresh fruit, cold milk or cream, honey, dates. There's appetite appeal and perfect nourishment.

WEET-BIX FOR LIGHT LUNCHES AND SNACKS

just split and buttered or with lettuce, peanut butter, dried fruit, etc. Easy to eat and yet it puts "backbone" in a meal. Children love it.

WATCH FOR UNUSUAL WEET-BIX RECIPES

enclosed in the packet — Vegetable Dishes, Omelettes, Scones, Soups, Desserts, Savouries.



Weet-Bix contains the precious food elements of whole wheat, mineral salts, food iron, carbohydrates, and bran bulk for healthy elimination.

WEET-BIX

A SANITARIUM HEALTH FOOD

The word SANITARIUM is a Signpost to Pure Foods.

THE SANITARIUM HEALTH FOOD COMPANY · CHRISTCHURCH AND AUCKLAND



WHAT EVERY WOMAN KNOWS....

AMBER TIPS

Unrivalled for **FLAVOUR-VALUE** and **ECONOMY**

Fletcher, Humphreys & Co., Cathedral Square, Christchurch.