



## all the family favours WEET-BIX & HOT MILK



Dad says: "I'm all for simple fare. Milk is a natural food; whole wheat is another. Weet-bix and hot milk gives a combination of nourishing and protective elements without heaviness. It is indeed a health breakfast".

Young Bill says: "I'm not much on Dad's food value theories. What I want for breakfast is something I like—and boy, I like the warm, nutty taste of Weet-bix and hot milk. Mum says it's good for me, which is lucky, but the real thing that counts is that it just melts in your mouth".



Katherine says: "Since my war-job makes me rise earlier, I get my own breakfast and I have Weet-bix and hot milk. It only takes me a second to heat the milk, and Mum has no messy pots and pans to wash up after me".



Mum says: "Weet-bix and hot milk has solved my winter breakfast problems. They all eat it . . . and it's so simple to get ready. Why, I even have time to sit down and have some breakfast myself these days".



**Start the day right with WEET-BIX and HOT MILK**

Weet-bix is a pure natural health food made by the Sanitarium Health Food Company, Hargwood Road, Papanui, N.W.2, Christchurch.

# A NEW! improved

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