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Cream of Wheat advertisement.

[s.l.]: [s.n.], 1946

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FACTS for doctors and dietitians on special diets in which the use of an enriched, easily prepared cereal of high nutritive value is indicated.

Is there an ideal cereal for the aged?

A NEW and increasingly important field of interest to physicians is Geriatrics—the study of diseases, processes and special problems of the aged and aging. As the study and knowledge of Geriatrics expand, particular attention is being given to the dietary requirements of the aged. Investigations into this specialized field now indicate that foods combining the advantages of high nutritive value and thorough digestibility are increasingly important in the regimen of many older people, including those in normal health as well as those suffering from certain digestive disorders and degenerative disabilities.

“Enriched 5 Minute” Cream of Wheat offers such advantages in the form of a bland, tempting cereal that older people find most enjoyable. This cereal contains a high and effective source of Iron, and contributes generously to the carbohydrate requirements of the body. In addition, it supplies whole wheat amounts of Vitamin B₁, plus useful quantities of Calcium and



Phosphorus and Niacin Vitamin. One part “Enriched 5 Minute” Cream of Wheat combined with four parts whole milk also supplies an appreciable amount of protein comparable in quality to the proteins of meat.

“Enriched 5 Minute” Cream of Wheat cooks to thorough digestibility after only 5 minutes of boiling.

The unusual combination of high nutritive values and low crude fiber content (one part in 200) is another factor in favor of this cereal as a dietary staple for older persons.

NOTE. For free booklet on use of “Enriched 5 Minute” Cream of Wheat in infant feeding, diets for expectant mothers, diets for the aged and bland diets, plus free sample package of the cereal (4-6 servings), write: The Cream of Wheat Corp., 720 Stinson Blvd., Minneapolis 13, Minn.

“Cream of Wheat” Trademark Reg. U. S. Pat. Off.