

Stop! : read first.. a whole-wheat treat all ready to eat : endless ways to serve them : wheat 'the most important of all the cereals', Standard dictionary : Weet-Bix and Cerix is the whole of the wheat.

Contributors

Bokomo Foods.

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TESTED RECIPES

Tasty Dishes made with the
NEW 100% WHEAT FOOD

Try them all—They're practical and different

Custard Whipped Cream.—Put a layer of pineapple, cut small, in the bottom of a dish. Cover with crumbled Weet-Bix. Add another layer of pineapple. Make custard vanilla flavour, and pour over all. The whole can then be covered with sweetened whipped cream.

Weet-Bix Fruit Pudding.—Use sweet fruit, apples preferred, in a pie-dish, three-quarters full, covering top with Weet-Bix. Thinly spread with butter and brown lightly in the oven. Serve with custard or cream. This is nicer than pastry and far more digestible.

Breakfast or Lunch Salads.—Grate freshly dug carrots. After washing and scraping, sprinkle with salt and moisten with a tablespoonful of cream. Serve with Weet-Bix and allow one medium sized carrot for each person. *This is a delicious and novel salad.*

Curried Eggs and Weet-Bix.—Take ½-dozen eggs and boil hard. When boiled, peel and halve. Take one tablespoonful of flour, one of curry powder, and mix into a paste with a cup of milk. Bring to boil. Add eggs. Halve Weet-Bix and butter. Pour the curried eggs on.

Weet-Bix Scones.—1½ large cupsful of Weet-Bix, 1½ large cupsful of white flour, 3 teaspoonsful of baking powder, tablespoonful of sugar and a little salt. Add piece of butter size of walnut. Mix all together, melt the butter and add to mixture. Mix to stiff dough with milk. Cut into squares or rounds, bake in quick oven:

Testimonials.

Gentlemen,

"... as a matter of fact it is, and has been, the fastest seller of all foods of its kind." J. C. (Croston.)

Dear Sirs,

"I consider it is by far the best thing on the market of this kind, and the cost too is so reasonable." Mrs. F. L. (Cricklewood.)

Gentlemen,

"I have tried (since 1914) and used every cereal on the market for my family, and we find that WEET-BIX is by far and above the best both in full flavour and nutrition value." Mrs. A. A. F.

Dear Sirs,

"There is something about this new food which is soothing and helpful to the digestive organs, giving that toning effect which tends to regularity so infrequently found in cereal foods to day." Mrs. M. C. (Copie.)

Dear Sirs,

"I find WEET-BIX an ideal "Bread" for my little girl aged 2, now we have cultivated the WEET-BIX habit. I wonder how I managed without it." Mrs. G. R. (Rostrick, Brighouse.)

Nooitgedacht, 30a Loopstr.

STOP!

Read First

. . . A WHOLE-WHEAT
TREAT ALL READY
TO EAT!

Endless ways to serve them

WHEAT

'The most important
of all the CEREALS'

—STANDARD DICTIONARY.

WEET-BIX and CERIX is the whole of the wheat

A FAMOUS DOCTOR MADE THE FOLLOWING REMARKABLE
STATEMENT:

"The cause of HEALTH would be greatly served by just such a simple reform in education as would teach the women, and especially the MOTHERS OF THE NATION, to spend their money more on WHEAT and less upon such things as cornflour and the inferior cereals, to say nothing of meat which yields no such nutritive return as WHEAT for a given expenditure."

WEET-BIX or CERIX for CHILDREN

From twelve months onwards. How the kiddies do love WEET-BIX with butter, syrup, honey, or milk. You can use WEET-BIX in endless ways. Not a bulky food, but just solid enough to train and keep the young digestive system in trim. Splendid for the teeth and gums. From twelve months onwards Baby should have WEET-BIX as a thin gruel, first made with water and then with milk. Use more milk and hicken the gruel as Baby grows, until he can eat WEET-BIX in the ways you do yourself.

"I consider WEET-BIX a most excellent and nourishing food for children. They simply love it. It makes such a lovely change in the breakfast menu. I always recommend this delicious and nutritious food wherever I can." —Mrs. D. F. E.

In Thousands of Homes, Nursing Mothers have proved WEET-BIX to be a really wonderful food.

WEET-BIX taken with fresh milk, especially on retiring, and occasionally spread and eaten with butter, provides a Complete Nursing Food of exceptional worth. Its Laxative Properties make it of Double Value. Give WEET-BIX a trial and you will realise why it is held in such high esteem by women everywhere.

Examine a WEET-BIX. You must be convinced of the goodness of these Nuggets of Nutrition. Every flake a grain of wheat, toasted ready to eat.

WEET-BIX is not a patent food, but pure, THrice CLEANED WHOLE WHEAT, Completely Dextrinised, hence one of the most easily digested foods known to science. The most delicate stomach can take WEET-BIX. It is fully protected in a triple-wrapped and sealed packet.

WEET-BIX is most reasonably priced and obtainable at all good stores.

Now he can digest solid food, WEET-BIX will make a man of him.

Go slowly with the little man at first. Like his small legs his stomach is just learning its life work—digesting solid food. Just as you would not expect him all in one day to jump out of his cot, so you must not expect him to change all at once to grown up food.

WEET-BIX—the first step after Nature's milk. Almost as easily digested as the milk he has been used to. WEET-BIX has the little extra bulk that will train his stomach to handle solid food later.

For Babies between six and twelve months, serve WEET-BIX as a strained gruel.

When first you put Baby on WEET-BIX between the age of six and twelve months; make a thin gruel first with water, then with milk. Strain the gruel through butter muslin. Increase the milk and thicken the gruel as baby grows in strength until he is ready for all form of WEET-BIX.

WEET-BIX help little folk to build bone, muscle, and energy. When Baby begins to walk, WEET-BIX replaces the extra energy he uses, for every WEET-BIX is a Nugget of Nutrition with every vital element of the wheat intact. You cannot find a better food for building healthy, sturdy little bodies. Many young lives have been saved by WEET-BIX.

EAT WEET-BIX Every Day—Every Way

Try one WEET-BIX with Milk, hot or cold—WEET-BIX are lovely!

So Quick and Clean you will be delighted

Crisp, Crunchy, Whole Wheat Flakes. All Nourishment, all Goodness, and so Easy to Digest.

Everybody loves WEET-BIX from Baby at six months to Grandpa at sixty years.

WEET-BIX is the supreme Breakfast Food. Saves your time and temper. Breakfast Instantly. No tedious stirring. No burnt pans.

Serve Poached Eggs on WEET-BIX.

Slice a WEET-BIX in two; spread it with Butter, Cream or Jam—and you will have the perfect whole-meal Bread.

Every element of the Wheat intact.

All the Bran is present. Nature's surest and Safest Laxative and Corrective of Constipation. A WEET-BIX simply makes you chew your food thoroughly.

Try a Buttered WEET-BIX with Bananas.

Encourage the children to eat them in place of ordinary bread.

Regular habits are better and cheaper than medicines.

Health is the first Wealth.

The Quickest and Healthiest Dessert you could imagine—Simply wonderful with Stewed Fruit, add Cream if desired.

WEET-BIX constitutes the Ideal Summer Dessert, being non-heating and requiring a minimum of digestive effort.

WEET-BIX has proved a great boon to those suffering from Impaired Digestion. The starches are completely dextrinised, making WEET-BIX in reality a Pre-Digested Food.

A Buttered WEET-BIX before retiring is The Best Night-cap of all.

WEET-BIX for every meal for all the family.