

"... After three months, Oslo Lunch children gained an average of over 7 lbs in weight . . . more than twice as much as children on ordinary lunches."



*This is the story
of the famous*

Oslo Lunch



OSLO 1932

Professor Schiøtz designed special health meal of wholemeal bread, cheese, milk and fruit for under-nourished children. The meal improved their health so much it was served in all Norwegian schools before the war.



LONDON 1938

Oslo Lunch taken up by English nutrition experts. School children in London who had meal regularly gained 40-100 per cent more in weight and height than children on ordinary lunches.



MELBOURNE 1941

Further Oslo Lunch experiments were carried out at the Opportunity Clubs in Melbourne. The results were dramatic. After three months Oslo Lunch children gained an average of over 7 lbs. in weight . . . more than twice as much as children on ordinary lunches. They had a better health standard, too.

THIS IS THE OSLO LUNCH

Three slices of buttered wholemeal bread, with 1 oz. Kraft Cheddar Cheese, half a pint of milk, an orange, apple, or a serving of salad ingredients such as lettuce, tomato, celery, or shredded raw carrot or cabbage.



Could you wish for better proof? Here is the ideal lunch for your youngster. So easy to prepare. No cooking. Packed in a few minutes—but what a carefully planned and balanced meal!

The Oslo Lunch gives a fully daily quota of "protective" food elements . . . its minerals and vitamins you and your family need for health and vitality. Put it in young Jimmy's satchel, Dad's bag, Joan's suitcase . . . the OSLO LUNCH.

This advertisement is sponsored by the Kraft Walker Cheese Co., as a contribution towards the building of a healthy

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