This food has given two generations of children a healthy start.
Every school child needs a hot cereal breakfast

A hot, cooked cereal breakfast has become one of the first rules in the school health program. It makes children better fitted, mentally and physically, to do good work. All school authorities stress it.

For a number of weeks the children in a certain school were given a bowl of cooked cereal and milk every morning. The results were amazing in three ways:

1. They gained in weight
2. They had better blood
3. They had an improved school record

“A well-cooked cereal should be an essential part of a child’s breakfast.”

U. S. Bureau of Education

Recently an investigation was made among distinguished child specialists in four great cities—New York, Chicago, San Francisco, Toronto. Two hundred and twenty-one members of leading medical societies were asked their opinion about cereals for infants and children. Every single one of them approves Cream of Wheat.
Why physicians recommend
Cream of Wheat

For 33 years Cream of Wheat has been a standard food on physicians’ diet lists, for children of all ages. They consider it an ideal hot, cooked cereal for these reasons:

1. **Rich energy content.** Cream of Wheat is a rich energy food. Health authorities have long recommended it for children because of its wholesomeness.

2. **Easy digestibility.** In making Cream of Wheat all the harsh part of the grain is removed. Its simple form makes Cream of Wheat so easy to digest that its energy is released more quickly than any other cereal in common use.

3. **Safeguarded from contamination.** No other cereal on the market is protected from outer contamination as is Cream of Wheat. Its triple-wrapped and sealed box is proof against dirt and weevils.

4. **Economical.** There are 40 generous servings in a large box of Cream of Wheat. Less than one cent a serving!

5. **Easy to prepare.** No long cooking is necessary. Put Cream of Wheat on in boiling water and it is all ready to serve by the time the toast is made.
Baby specialists advise it as the first solid food

Cream of Wheat is recommended by baby specialists as the first solid food because it fills two great requirements:

(1) It is abundantly rich in the energy substance babies need.

(2) It is simply and easily digested. In Cream of Wheat there is no harsh, indigestible part of the grain to irritate the delicate intestinal tract.

Physicians are advising mothers to include Cream of Wheat as a regular part of the diet from at least the 6th month on.

FREE—Mothers say this plan works wonders

A plan that arouses your children’s interest in a hot, cooked cereal breakfast and makes them want to eat it regularly. A youngsters’ club, with badges and a secret for members, with gold stars and colored wall charts.

All material sent free. With this we also send an authoritative booklet, “The Important Business of Feeding Children”. This contains diet schedules for the infant and school child. Also material on the psychology of child feeding, and helps for the child who “just won’t eat.”

NAME

STREET

CITY  STATE
Energy dishes for growing children

**Cream of Wheat with Raisins**

- ¾ cup Cream of Wheat
- 4 cups boiling water
- ½ teaspoon salt
- ½ cup raisins

Pour Cream of Wheat slowly into rapidly boiling salted water, stirring constantly; add raisins and cook fifteen minutes in a double boiler. This is also delicious with dates, prunes or figs.

**Cream of Wheat with Poached Egg**

- ¾ cup uncooked Cream of Wheat
- 4 cups boiling water
- ½ teaspoon salt
- poached eggs
- butter, salt and paprika

Cook Cream of Wheat fifteen minutes in rapidly boiling salted water; mix well with butter. Serve 2 heaping tablespoons cooked Cream of Wheat; make a depression in the center with back of the spoon and place in this a poached egg. Season with butter, salt and paprika.
Children always love its creamy flavor

**Cream of Wheat Custard**

1 cup cooked Cream of Wheat    2 eggs
1 1/2 cups milk     1/2 cup sugar
1/2 teaspoon vanilla

Mix Cream of Wheat with milk, beaten egg and sugar; add vanilla. Pour the Cream of Wheat mixture into a buttered baking dish and bake one-half hour in a moderate oven. Serve with cream.

**Apple Pudding**

2 cups cooked Cream of Wheat
2 cups milk
3 apples, cored and sliced
3 eggs, 1 cup sugar
nutmeg

Mix Cream of Wheat with milk, beaten egg and sugar. Pour one-third the Cream of Wheat mixture into a buttered baking dish, cover with apple rings, sprinkle with sugar and nutmeg and dot with butter, making three layers of pudding with apples over the top. Bake in a moderate oven one-half hour and serve hot or cold with cream.

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