ANIMAL HUNTS AND SPELLING BEES

On those days when it is so difficult to amuse the children, what could be easier than a wild animal hunt? Just take a box or two of Barnum's Animals, those gay, crisp little animal crackers, and hide them about—within reach of the kiddies. They'll love the game and amuse themselves indefinitely.

Another game is a "spelling bee." Give each child a box of Alphabets, with a prize of a box of Barnum's Animal Crackers for the one who makes the most words.

With a glass of milk the crackers make a nourishing luncheon.

A dollar, a dollar,
A hunter, a scholar—
And then the luncheon's done!
THRILLS THAT FILL LITTLE TOTS

Was there ever a child who did not delight in the rhymes of “Mother Goose?” They are equally thrilled at the sight of a box of Mother Goose Cookies, those sweet, but not too rich, little cakes, each with a line from one of the popular nursery rhymes:

Little Boy Blue; Peter, Peter, Pumpkin Eater; Dickery, Dickery, Dock

and many other favorites.

Each little cake eagerly devoured by a little Jack or Jill—splendid decoys to lead on those who are loathe to drink that very necessary glass of milk.

The Log Cabin Brownies
Are friendly old souls,
They live up in trees
And atop of tall poles.
They scamper and caper
and cut up high-jinks,
Until they are eaten by
some little minx.
SNAPS TO STAY THE HUNGER

It's little wonder that Zu Zu Ginger Snaps are the best liked Ginger Snaps in the world—those spicy little snaps suggestive of taffy and good old-fashioned ginger bread.

Served with apple sauce or prunes they make a nice luncheon dessert for the grown-ups, a well-liked supper dish for the tot of two or the five-year-old.

Sharing in the immense popularity of Zu Zu Ginger Snaps are the various members of the Snaps Family. There is Macaroon, Vanilla, Lemon, Peanut and Chocolate Snap, each one a delectable cookie that fairly melts in your mouth.

"Four o'clock and we're hungry—
A snap, and our hunger's gone!"
COOKIES vs. CANDY

Jonnie is a biscuit cookie, just sweet enough for Jonnie, and not so sweet as to make mother worry. Even mothers who are sticklers for regular meal hours know that “Jonnie” will not spoil a healthy appetite.

Mary Ann, on the other hand, is a tempting little Molasses Cookie, like Grandma used to make for Daddy when he was a little boy. Boys and girls today like Mary Anns just as much—and they’re ever so much less trouble!

There is never any disappointment when Chocolate Graham Crackers substitute for candy. Tempting little squares made of healthful graham flour dipped in chocolate. U-m!
There is a jolly baker  
His name is N. B. C.,  
And when he bakes  
VANILLA SNAPS  
He thinks of you and me.

VANILLA SNAPS
Snippity, snap! My, but they’re brittle and good.

Who said ice cream? They taste just like it, even when you only play you’ve got the ice cream. When you really do have it—was there ever such a combination?

For the youngest member of the family, the “last but not least” member, there is a Biscuit that is endorsed by Doctor and Mother and accepted with heartiest enthusiasm by Baby himself. It’s National Arrowroot Biscuit. A supply on hand always is a safe precaution against possible trouble.

“We’re members of the bottle brigade,  
But of Arrowroot we’re not afraid!”
TROOPING HOME

"Mother, dear, give us something to eat!" This is the cry when children troop in from school.

Once this meant slicing and buttering bread, and sprinkling with sugar or spreading with jelly.

Now, there are numerous ready-to-use National Biscuit that exactly "fill the bill," simple or as rich in nourishment as you desire.

National Zwieback, that delicately flavored, twice-baked toast, which even baby can have.

Fig Newtons, healthful cakes that look like puffy little bolsters, filled with delicious Smyrna fig jam.

Nabisco Sugar Wafers, the classics of Crackerdom, with their creamy fillings in an assortment of flavors.

"Jeanie, come give us sompin' to eat—Zwieback, Fig Newtons, or maybe Whole Wheat,
For School's out till tomorrow!"
They call him Richard the Ready,
For he's always ready to eat,
How else can you play, day after day?
How else can you stay on your feet?

FEEDING ENERGY

Sometimes you wonder how such little “tummies” can hold it all. But remember, while healthy, sturdy children are hopping and skipping every minute of their waking day, they are using an inordinate amount of energy and always are ready to eat.

That’s where Uneeda Graham Crackers, Fig Newtons, Jonnie, Lorna Doone, Kettle Cookies, etc., all come into the picture.

They are body-builders for boys and girls and life-savers for the busy mother whose days are so filled that anything which conserves her time is welcomed.