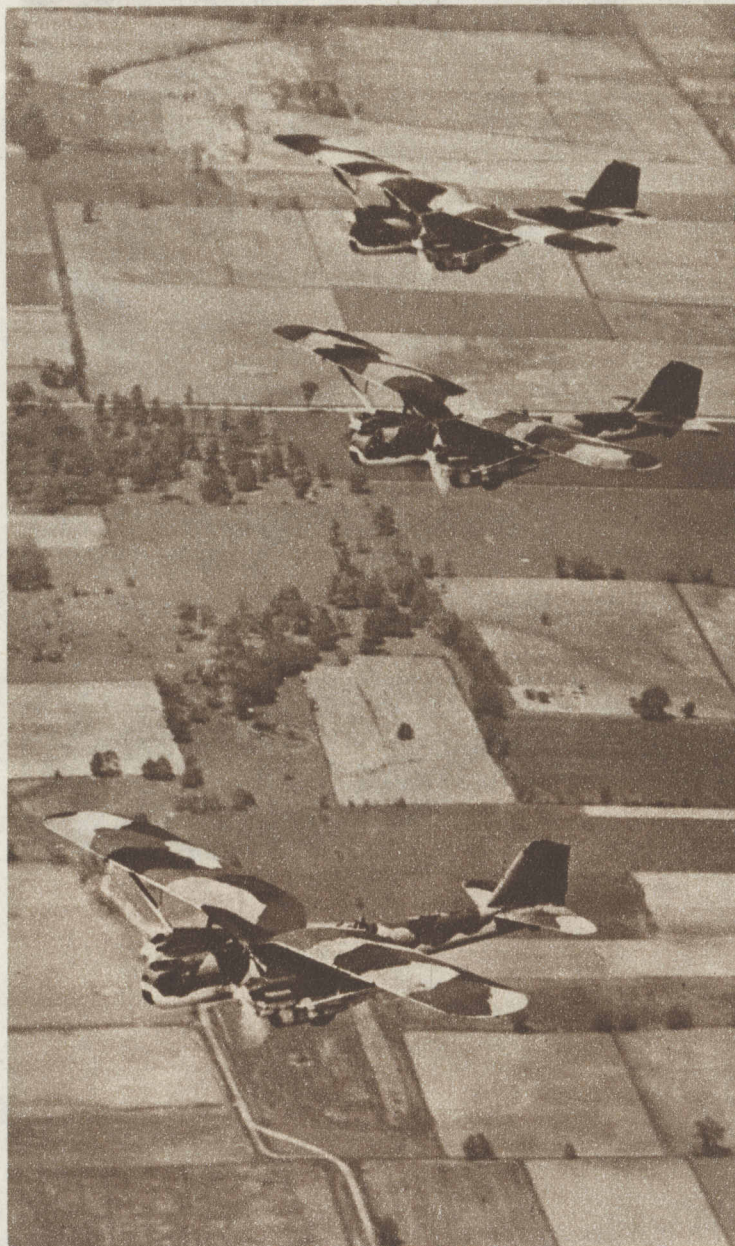




THREE YOUNG NEW YORK SOCIETY MATRONS enjoy a unique vantage point at the United Hunts meeting. (Associated Press photo.)



CAMOUFLAGED U. S. ARMY BOMBERS in flight near Dayton, Ohio. (Associated Press photo.)



THIS NEW GERMAN RAIL CAR, capable of a speed of 80 miles an hour, is pictured at Long Island City, N. Y., where it was exhibited. (Acme photo.)

If Your Child Eats Poorly In Summer

Here's a Simple Way to Create Appetite and Make Him Hungry, Even for Vegetables and Milk

How a Remarkable Swiss Food Discovery Combats Loss of Appetite in Summer and Makes "Poor Eaters" EAT . . . Frequently Adding Weight at the Rate of a Pound a Week or More and Curbing Nervousness, Too.

Mother:—Accept Trial Package
—Note the Coupon Below

FOR a child to lose appetite in summer is not only unnecessary—but also highly undesirable. Because the vacation rest period is the one time above all when a child should be storing up energy and replenishing his vital reserve. The one time when he should be compensating for the drain of the previous school year and building up for the next.

So, if your child eats poorly (or loses weight) in summer—try this remarkable way to make "poor eaters" eat! A way that does not merely "tempt" the appetite, but which actually creates the natural sensation of hunger.

Once you start, you'll note the difference increasingly each day. Meal-time fussing becomes a thing of the past. Not only will you find your child more eager to eat (even such often-shunned foods as spinach, carrots and lettuce)—but you'll find him willing to drink double the usual amount of milk each day.

A remarkable food creation first discovered in Switzerland will achieve this result for your child. It is called Ovaltine—now manufactured in the United States according to the original Swiss formula. In summer you simply give it shaken up with cold milk—and children love its taste.

How It Literally Creates Hunger

Ovaltine is made by a special vacuum process and possesses a combination of 3 unique features which make it different from any other food-drink in the world.

First: Besides being extremely nourishing and easy to digest, Ovaltine is rich in the appetite-producing Vitamin B.

Second: Ovaltine contains an unusually high proportion of a remarkable food property called "diastase." This substance has long been recognized for its power to liquefy and "digest" starchy foods—a significant fact when you consider that the diet of the average child contains about 60% of starchy foods.

These features of Ovaltine are tremendously important. And specialists will tell you that the child with poor (or "slow") digestion is usually the one who won't eat—who shuns vegetables and objects to drinking milk.

But once appetite is stimulated in a scientific way and the sensation of hunger is produced, a definite change takes place. The old objection to every-day foods gradually disappears. And even a "vegetable-hunger" is built up day by day.

Third: Milk turns to solid curds when taken into the stomach. Ovaltine breaks up these curds into small granules. Thus increasing its digestibility to a marked degree.



LITTLE ORPHAN ANNIE SHAKE-UP MUG
for shaking up
Cold Ovaltine
As a Summer Drink

Free

If you are giving your child Ovaltine now, send for this genuine Little Orphan Annie shaker (worth 75c) free. Use it to make a new and delightful cold shake-up drink with Ovaltine. Note special offer in coupon below.



By actually creating the sensation of hunger, Ovaltine frequently doubles the amount of vegetables and milk a child will willingly take each day. And weight is often added at the rate of a pound a week or more.

and always had to be forced to eat until we discovered Ovaltine. Now she has developed a really healthy appetite—calls for vegetables she detested before—looks bright and is gaining weight. From this experience I certainly recommend Ovaltine to any mother whose child is fussy about eating or lacks appetite."

Another interesting letter from Mrs. N. E. Ranon, 40 Maple Avenue, Hamilton, New York, reads: "My daughter Nella was a wreck by the end of school last spring. She was sick so much that I took her to a doctor. When I told him she didn't like milk, he advised me to give her Ovaltine. She has already gained 8 pounds."

These two letters, picked at random from the thousands received, are indicative of what you may expect Ovaltine to do for your child this summer.

Start Today

For the sake of your child we urge you to try Ovaltine. By doing so you can make this a real health-summer for him. And send him back to school in the fall greatly benefited in many important ways. In fact, any number of mothers report that Ovaltine has almost literally "made their children over" during the summer months.

When you start giving Ovaltine—note the almost immediate difference in appetite and in the way your child acts at meals. Note, too, the accompanying increase in weight, in nerve poise and in strength.

Give Ovaltine at breakfast always—at meals and between meals. It is extremely economical to serve for it is all food concentrate and contains no added sugar to give it bulk and cheapen its cost. You add your own sugar at home, so don't be misled if you are offered a sweet-tasting "sugar-loaded" mixture as a substitute for genuine Ovaltine.

You can get Ovaltine at any drug or grocery store. Or send the coupon below for a generous trial supply . . . Notice the offer of a genuine Little Orphan Annie shake-up mug (worth 75c) which is now being given free.

NOTE: Thousands of nervous people, men and women, are using Ovaltine to restore vitality when fatigued. It is also highly recommended by physicians for sleeplessness—and as a strengthening food for nursing mothers, convalescents, and the aged.

To Get Children to Drink More Milk And Build Weight Rapidly

At the left is a snapshot of Beverly June Myers (six years old) and Junior Myers (age four)—both perfect specimens of healthy, happy childhood. Their mother, Mrs. Leslie W. Myers, 2580 Upton Ave., Minneapolis, Minn., writes: "I could not get either of my children to touch milk until I was advised to try preparing it with Ovaltine. I tried it and from the beginning was amazed to see how rapidly Ovaltine gave results. Now, at the age of six years, my little girl is seven inches taller than the average child of her age. While the boy, at the age of four, weighs nine pounds more and is four inches taller than the average his age. People marvel at my children and I always tell them my 'secret' is—Ovaltine."



Once-Delicate Incubator Baby Wins Honors As Perfect Child

At the right is a photograph of Betty Jordan—the 2-year-old winner in a recent New York Baby Contest—declared by baby specialists to be "as healthy a specimen as can be found anywhere." Her father, Wm. F. Jordan, 2315 University Avenue, New York, writes: "Betty was an incubator baby—and as a young child was extremely difficult in the matter of feeding. She shunned milk especially. Finally, on advice of our baby specialist, we tried Ovaltine. She liked it at once and from then on it was no task at all to get her to drink plenty of milk and eat plenty of vegetables. She has been drinking Ovaltine since she was one and a half years old. She seems to possess unusual endurance; runs and jumps like all creation, and is the picture of health."



MAIL FOR TRIAL SUPPLY OR FREE SHAKE-UP MUG

THE WANDER CO., Dept. 22-N
180 No. Michigan Avenue,
Chicago, Illinois

I enclose 10c to cover cost of packing and mailing. Send me your trial tin of Ovaltine. (These offers good in U.S.A. only.)

Name _____ (Please print name and address clearly)

Address _____

City _____ State _____ (One package to a person)

SPECIAL FREE OFFER Little Orphan Annie Cold Ovaltine Shake-Up Mug

If you are giving your child Ovaltine now, send for this Little Orphan Annie shake-up mug (worth 75c) free. Send no money—just mail this coupon with all of the thin aluminum seal you find under the lid of every can of Ovaltine.



OVALTINE
The Swiss Food-Drink
Manufactured in the United States according to the original Swiss formula.