



Advertisement

Advertisement

# FIGHTING his hardest battle now!

ARE YOU GIVING HIM THE DAILY HELP HE NEEDS IN ORDER TO WIN THROUGH?

HE'S out to be a winner, that boy of yours! You can tell by the way he puts his heart into everything he does.

But right now he's in the midst of a battle he doesn't know about... a battle to grow and thrive in the face of the hazards that crowd these young years.

Malnutrition and infectious diseases are a constant threat now. He burns as much energy each day in proportion to his size as a grown-up. And lowered vitality is easily brought on.

Delicious, nourishing Cream of Wheat does not, of course, offer a complete safeguard against these hazards of childhood. But it does provide a good source of needed food energy. And for that reason it has for 42

years enjoyed an established place in the well-rounded, balanced diet that is so vital to a youngster's well-being.

Your own doctor knows this delicious, nourishing breakfast cereal... a blend of selected hard wheat from the finest growing areas. Have him tell you about its economy... its purity and safety... its uniformity in texture and flavor.

Children, and grown-ups, too, are enthusiastic about Cream of Wheat. After four decades, its popularity is still increasing. Actually 3½ million bowls of it are served every morning!

Start the Cream of Wheat breakfast habit tomorrow, for your child. The simple, granular form is admirably suited to young digestive systems.

**"FIND THE BOTTOM"** is a game that youngsters love to play when Cream of Wheat is served. Finicky appetites take to this creamy, delicious cereal at once.

**SLEEP TIGHT**—tomorrow brings fresh hazards! Cream of Wheat is a grand support, as well as breakfast. It is digested easily, encourages sound sleep.

**Important:** The Council on Foods of the American Medical Association has awarded its Seal of Acceptance to Cream of Wheat and the advertising for it.

Cream of Wheat is rich in a type of carbohydrate second only to sugar in speed and completeness of assimilation.

Doesn't tax digestion. Even delicate young systems handle Cream of Wheat with ease.

Is a good source of the food energy needed by every child.

As part of an adequate diet, it encourages steady, natural gains in weight.