

Try this delicious, easy, low-cost way to
Double the Food Value of Your Child's Glass of Milk



Serve 4
Sawyer's Energized Graham Crackers with Each Glass

Millions who prefer the fine honey flavor and rich quality of Sawyer's Graham Crackers are now discovering that these Energized graham crackers, rich in Dextrose, have an amazing amount of energy-giving food value.

Scientific tests have proved definitely the food value of Sawyer's Energized Graham Crackers... have proved that your child gets *twice* as much food value from four of these crackers and a glass of milk as from a glass of milk alone—and every one knows the great food value of milk.

Children Don't Have to Be Urged
 Children love the delicately sweet flavor of Sawyer's Energized Graham Crackers—a flavor that comes from rich quality. Your youngsters will eat these delicious crackers eagerly because

they taste so good. Four of them double the food value of a glass of milk; but you'll find your child will want more of these delicious crackers.

Guard Against Undernourishment
 April is a particularly dangerous month. Coughs and colds can easily rob your children of vital energy so necessary to robust health. Active days, indoors and out, demand nourishing food—*energy-giving* food. Sawyer's Energized Graham Crackers—rich in Dextrose—served with hot or cold milk, cocoa or chocolate is the easy, delicious, low-cost way to help safeguard your children's health.

Only Sawyer's Graham Crackers Are Energized
 To be sure of getting graham crackers rich in Dextrose... energized to DOUBLE THE FOOD VALUE of your child's glass of milk... be sure to ask for SAWYER'S ENERGIZED Graham Crackers. Begin NOW to give your children the benefits of these delicious, energized crackers. Ask your grocer for the big brown one-pound Sawyer package.

Baked by SAWYER BISCUIT CO.
 Chicago



Instead of a heavy meal at lunch-time, many men find Sawyer's Energized Graham Crackers with milk or any other beverage a sensible, satisfying lunch.



Mother! YOU will enjoy a lunch of Sawyer's Energized Graham Crackers with milk, cocoa or chocolate. Delicious! Healthful!

Why Doctors Recommend Dextrose
 Dextrose is Nature's own sugar... vital, delicious, energizing! It does not have to be digested! It supplies vital energy immediately after it is eaten. For years doctors have recommended foods rich in Dextrose for supplying the tremendous amount of energy needed by active, growing youngsters.



HONEY FLAVORED
 THE FAVORITE IN A MILLION HOMES

TUNE IN BOB ELSON
 The Man on State Street
W-G-N
 every week-day
 12 o'clock noon

Energized
 RICH IN DEXTROSE

Sawyer's Energized Graham Crackers