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The greatest study of your child's health ever made

How it confirms your own common sense experience

TEACHERS, like mothers, have long realized that the greatest single influence in a child's success in school is his health.

They have wanted to help you by teaching your child to do the things that make for health and strength—and therefore, happiness.

So they appointed a great committee to advise them what to teach. A committee composed of health authorities from two great organizations, the National Education Association and the American Medical Association.

For more than two years this committee of teachers and physicians studied every question of child health. Their report is the last word on the subject.

Particularly interesting to mothers is what they say on the subject of foods, from which children may draw that mental and physical energy so necessary to their success in school.

Their statement says: "Special foods important for children's growth are:

- Milk
- Green vegetables
- Hard breads
- Cooked cereal breakfast foods"

As a result there now hangs on the wall in more than 20,000 school rooms this slogan:

"Every boy and girl needs
a hot cereal breakfast"

This has become Rule Number One in a nation-wide health campaign by schools, because teachers have learned by actual tests that the child with a hot cereal breakfast does better work.



Doctors co-operated with teachers to make this great study of school children's needs



Teachers have found by actual experience that the child who has a hot cereal breakfast does better work

leased through easy and rapid digestion, and the child who has it for breakfast is benefiting from it by ten o'clock.

Your own common-sense observation undoubtedly approves this call of the schools for a hot cereal breakfast. There is probably a package of Cream of Wheat in your pantry now. If not, there is plenty at your grocer's. Use it tomorrow to give your children the kind of morning nourishment they need. It's so easy to prepare and so good to eat!

Note: For a variety of delightful ways to serve Cream of Wheat write for recipe booklet. With it we will send Free a sample package, and our authoritative booklet, "The Important Business of Feeding Children." Address The Cream of Wheat Company, Dept. 203, Minneapolis, Minn.

In Canada made by The Gream of Wheat Company, Winnipeg. English address, Fassett & Johnson, Ltd., 86 Clerkenwell Road, London, E. C. 1.



Your own observation proves that a hot cereal breakfast best supplies the mental and physical energy your child needs

One hot cereal that authorities have, for more than 30 years, recommended as ideal for children is Cream of Wheat.

The reasons are very simple:

First, because Cream of Wheat contains such a wonderful store of that mental and physical energy which children need.

Second, because it contains none of the indigestible portions of the wheat. Its store of energy is therefore quickly re-