



Ahead of him, so much to master...all alone!

WHAT worlds he has to conquer—this boy of yours! What endless things to meet and master! How much he needs all the health and vigor you are giving him—today for his busy hours at school and play, tomorrow for the man's work that he must face alone.

Constantly you are planning for his success—caring for him and safeguarding him. Not just in the big ways, but also in those many small ways which only mothers understand.

It is one of these seemingly small points—one of these things that mothers do—which has recently attracted nation-wide attention in the public schools. Health authorities everywhere have found that children's grades and their entire health are vitally influenced by the kind of breakfast which they eat.

After a two years study by a joint committee of the National Education Association and the

*Yet only you can care for him
in little things like this*

American Medical Association, mothers throughout the country are being urged to give their children a *cooked* cereal for breakfast.

This slogan now hangs on the walls of over 50,000 schoolrooms:

*"Every boy and girl needs
a HOT cereal breakfast"*

Tests in many cities have shown that children are more alert, study better and accomplish more when they are given a *hot* cereal. Only this, it has been found, can supply the mental and physical energy needed for the strain of school work.

And ready for your boy is that one *hot* cereal which authorities have for thirty years rec-

ommended as ideal for growing children—Cream of Wheat.

First, it brings in abundance just the very energy substances needed most by little minds and bodies.

Second, Cream of Wheat is easily and rapidly digested, containing none of the harsh, indigestible parts of the wheat.

Third, children love its creamy goodness—so easily varied by adding raisins, dates or prunes while cooking.

This little care in safeguarding your children's health, in giving them their best chance for success in the classroom—start it now! Send them off to school tomorrow morning really prepared. Give them a steaming bowl of good old Cream of Wheat. Your grocer has it.

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

To Mothers

To arouse your child's interest in eating a hot cereal breakfast, send for attractive colored poster to hang in his room. There is a four-week record form on it, which the child keeps himself, from day to day, by passing in gold stars. Poster and gold stars sent free with authoritative booklet, "The Important Business of Feeding Children," and sample box of Cream of Wheat. Mail the coupon to Dept. B-18, Cream of Wheat Co., Minneapolis, Minn.

Name.....
Address.....
For a girl aged..... For a boy aged.....

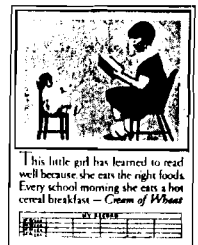
To Teachers

To co-operate with your school health program we have had prepared by an experienced teacher a plan to interest children in eating a proper breakfast. It has been successfully used in over 50,000 schools to sell the idea of a hot cereal breakfast to groups of different ages. And, just as important, it enlists the co-operation of mothers. The entire plan will be sent free to teachers or any school official. Mail coupon to Dept. B-18, Cream of Wheat Co., Minneapolis, Minn.

Name.....
Address.....
Grade..... © 1927, C. of W. Co.



This boy is the star runner on his team. One reason is, every morning he eats a hot cereal breakfast—Cream of Wheat.



This little girl has learned to read well because she eats the right foods. Every school morning she eats a hot cereal breakfast—Cream of Wheat.

JWT. DA. Misc. C Box 1