



Little P. A. B. Widener, III, and his sister Ella are the children of Mr. and Mrs. P. A. B. Widener of Elkins Park, Pennsylvania, of Newport and Santa Barbara—famous for their interest in sport and the breeding of race horses

Healthy and merry  
in their story book world—  
the children of

## MR. and MRS. P.A.B. WIDENER II

Protected by a modern care all mothers can give

A FIVE year old boy—with brown hair and melting brown eyes — dressed in a rose linen tunic blouse, and diminutive rose "pants." That's Peter A. B. Widener, III.

A baby, as exquisite and lovely as



a French doll, living in a delectable peach and blue nursery. That's Peter's little two year old sister Ella.

Charmed lives they lead — this little pair. Their parents' estate is a dream place. Palatial Italian house . . . far stretching lawns with clipped hedges and lovely vistas . . . jetting series of fountains . . . greenhouses . . . polo fields . . . kennels . . . race track.

With the children, health laws are scrupulously observed. The dictates of famed child specialists are unflinching enforced, especially in that all important matter of diet. For both children a special point was emphasized early in their lives. That was the habit of eating a *hot, cooked* cereal.

*A particular cereal  
advised by child specialists*

And the cereal specified by the Wideners' physician and approved by the children's trained nurses was that universal favorite—Cream of Wheat.

"We follow the pediatrician's advice in giving both children Cream of Wheat," says Mrs. Widener. "Ella eats it twice a day, and Peter always has his hot cereal breakfast. Cream of Wheat has certainly played its part in the children's good health."

Mothers of thousands of other little boys and girls share this same conviction. Their judgment is reinforced by the verdict of 221 members of leading medical societies in four great cities—Chicago, New York, San Francisco and Toronto. In a recent investigation all of these noted specialists went on record as approving Cream of Wheat.

They value its rich energy content — its quick digestibility. For, with all the harsh part of the grain removed, Cream of Wheat is more easily digested than any other cereal in common use.

To give your children the very best possible preparation for their day, start them off in the morning, regularly, with a

good hot bowl of Cream of Wheat.

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

**FREE**—this plan that makes children enthusiastic about their *hot, cooked* cereal at breakfast. The H. C. B. Club, with badges, pictures, gold stars, etc. A children's Hot Cereal Breakfast Club, with 796,000 participants. All material sent free, direct to your children, with sample box of Cream of Wheat. Just mail coupon to:

THE CREAM OF WHEAT CORPORATION DEPT. G-39  
MINNEAPOLIS MINNESOTA

Child's name .....

Street .....

City .....

To get sample of Cream of Wheat, check here.....



Each child is a regular and enthusiastic consumer of the children's own hot cereal — Cream of Wheat

JWT. DA M... BOX 1