

TUNE IN on Cream of Wheat Radio Programs--Angelo Patri over C.B.S. every Thursday and Sunday evening at 8:45 Eastern Time. Jolly Bill and Jane every weekday morning at 7:45 from N.B.C.



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The most hazardous period of childhood!

Do this, mothers, to help your child safely through it

most hazardous period of childhood—from the age of one to six. As full of dangers, government studies show, as the later years! Guard your children, in every way, during this anxious time. Cream of Wheat will help you see them safely through it. See that they eat it regularly. For more than thirty-six years child specialists have approved Cream of Wheat. Because it is so rich in energy, it is so easy to digest. And because it helps growing children gain as they should. Cream of Wheat is a natural weight builder. It promotes the steady, healthy weight increase that every normal child should show. It helps to curb the

nervousness, listlessness that often result from an underweight condition. Cream of Wheat supplies abundantly the energy that growing children must have. And it releases this energy more quickly than any other cereal in common use. Simple in form, free from the harsh irritating parts of the grain, a child's delicate digestive tract handles it easily. Thus Cream of Wheat fortifies your children for the day before them. It guards them against the dangers of underweight. It builds up their resistance. Gives them the energy they need. Give your children Cream of Wheat regularly. It comes in the hygienic, triple-sealed package that protects its

pure quality against contamination. The cost is moderate. Forty generous servings in the box, at little more than half a cent each. Be sure to ask your grocer for a Free—a book on child feeding—and a jolly game "The Important Business of Feeding Children"—authoritative information on correct diet for children. A jolly meal-time game, colored posters, gold stars—lots of fun for the children. And it makes them eager to empty their cereal bowls. A wonderful help to mothers! Mail coupon to Dept. B-66, The Cream of Wheat Corporation, Minneapolis, Minn.

package of Cream of Wheat—today! The Cream of Wheat Corporation, Minneapolis, Minnesota. In Canada, The Cream of Wheat Corporation, Winnipeg. Name..... Address..... If Cream of Wheat sample is desired, check here

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