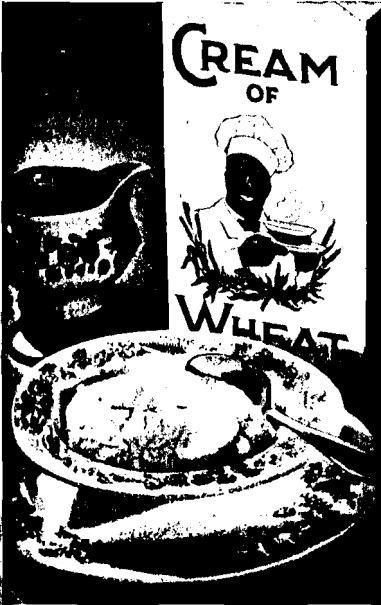


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Expensive cereal for the whole family: forty generous servings at a little more than half a cent each!

● TUNE IN on Cream of Wheat Radio Programs—Angelo Patri, evenings; Jolly Bill and Jane, week day mornings. For your local station and time, see newspaper announcements

At this
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WATCH THEIR WEIGHT!

Dangerous years—from one to six.
Children need this special care

FROM the first birthday to the sixth—the most hazardous period of all childhood! *Twice* as dangerous for your little boy or girl as later years, government records prove.

It is a time of great mental and physical strain, trying to match grown-ups do all the things that grown-ups do. Dangerous because, as bio-chemical study with children has recently shown, a child can store far less energy than older people; his reserve is less than half his needs for a single day!

Protect your youngsters from overstrain in these years by building up

their energy with Cream of Wheat—the cereal leading physicians have recommended for more than 36 years! It is the approved safeguard against *underweight*, against *lowered resistance*.

Outstanding among cereals for its energy-giving power, and unusually quick to digest, Cream of Wheat is ideally fitted to youngsters' special requirements. It fortifies them for strenuous days.

Lucky little tots who get it every day grow up rosy-cheeked and strong. They gain steadily, *naturally*. They avoid the nervousness and listlessness that often come with underweight.

In summer particularly, children need the *hot, cooked* cereal breakfast which has been standard for many

years—Cream of Wheat! It is easy to digest. It furnishes the energy a child needs to keep strong in hot weather.

To keep your youngsters in good health through these dangerous years,

cream of Wheat, the tried and proven standard. You can afford to experiment with cereals that offer your child this *extra, positive* protection!

The Cream of Wheat Corporation, Minneapolis. In Canada, The Cream of Wheat Corporation, Winnipeg.

Free—a wonderful child's game

All children love the tried and proven game of *Wheat*. It is a wonderful game that can be played in the playground or at home. It is a game that can be played by children of all ages. It is a game that can be played by children of all races. It is a game that can be played by children of all religions. It is a game that can be played by children of all nationalities. It is a game that can be played by children of all ages, races, religions, and nationalities. It is a game that can be played by children of all ages, races, religions, and nationalities.

Mail the coupon to: The Cream of Wheat Corporation, Minneapolis, Minnesota.

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