

SAFER AT BIRTH *than he is now—* in *certain vital ways!*

Watch out, mother,
during these years of double
danger from 1 to 6

● He is more susceptible to certain serious diseases now than a newborn baby is! Government records show that dangers grow thick about him—until these years from 1 to 6 become *twice* as hazardous as those that follow!

Incredible? Not to the modern mother who understands two important scientific facts . . .

● Children from 1 to 6 are spendthrifts of nervous energy. They burn it up out of all proportion to their years. At 5, a child often uses up as much energy as a grown man.

Yet a youngster, *unlike grown-ups*, can store up only half his energy needs for a single day! Invariably, that means terrific strain.

It is here that child specialists find the big reason why Cream of Wheat is so important for a youngster each day. For over 37 years physicians have been recommending this simple cereal as an outstanding energy producer.

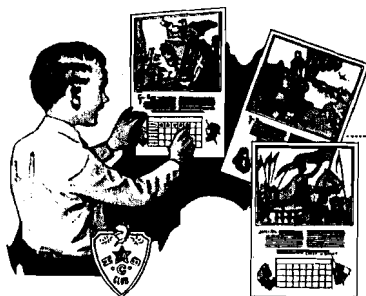
Tests show it digests so readily that it provides rich energy *faster* than any other type of cereal commonly used.

Pure, dependable—it builds up little children's resistance, puts on good solid pounds the *natural* way. And never once will it overtax the delicate little digestive system.

Are your youngsters getting this important Cream of Wheat protection every day? If not, don't delay in giving it to them. Watch the spoons fairly fly. See the way Cream of Wheat brings new energy . . . steady gains in weight.

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

● HEAR ANGELO PATRI, noted parent counselor, on the air every Sunday evening with his helpful, dramatized talks on child guidance. The time: 10-10:30 E.S.T. The network: Columbia Broadcasting System.



CREAM of WHEAT

Costs little more than 1/2 cent a serving

FREE—THIS WONDERFUL CHILD'S GAME

All children love the H. C. B. Club with a secret meaning. It makes their morning cereal a thrilling game! All the needed material is free—badges, gold stars and big new posters with stirring color pictures of childhood heroes—Joan of Arc, Roland and Oliver, Richard the Lion Hearted. Enroll your youngsters now! Just paste this coupon on a post-

card and mail to Dept. G-71, The Cream of Wheat Corporation, Minneapolis, Minn.

Child's Name.....

Address.....



Jwr. TDA. Also C Box 1