

# The "Champ"

*-he needs your help, mother!*

**G**IVE HIM PLENTY OF THIS VITAL FOOD ENERGY EVERY DAY

The "champ" to his playmates... but you know, mother, he is still a very little chap who burns up each day more bodily energy in proportion to his size than a grown-up.

Breakfasts are supremely vital now. For he gets up in the morning with his energy supply at a low point. His system calls for, craves, demands food energy to help him face the tremendously active hours just ahead.

Delicious Cream of Wheat will help supply abundantly that daily food energy... and will release it for use speedily, without burdening even delicate digestions.

Join the millions whose children have thrived on Cream of Wheat during the past 42 years!



**S**ticks to the ribs! Young systems crave nourishment like this. Cream of Wheat offers carbohydrate for quick food energy, protein for muscle building. Yet it is digested with ease. Digestion begins right in the mouth!

**Q**uick food energy of the sort your own doctor will tell you your child needs for activity and growth. This famous hot cereal provides it abundantly. As part of an adequate diet, it also helps stimulate steady, natural weight gains.



**IMPORTANT:** The Council on Foods of the American Medical Association has awarded to Cream of Wheat the "Seal of Acceptance". This officially indicates that this famous hot cereal and the advertising for it are acceptable to the Council.

**L**ess than 1/2 cent a serving is the low cost of Cream of Wheat. This cereal cooks up to 6 times its original volume, so that each package yields over 50 generous helpings. It pays to make Cream of Wheat your family breakfast cereal!



**3 1/2** million bowls served daily! That's how youngsters love delicious, steaming hot Cream of Wheat. Only the best hard wheat from leading growing areas — heat-treated, purified and blended — can yield such matchless flavor. Order Cream of Wheat today. It's quick and simple to prepare.



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