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Every mother should know about the new protein cereal that helps your child have

a fine body



KELLOGG'S CORN SOYA —
more body-building protein than any other well-known cereal—hot or cold!

School records show that today's children are growing up with finer, sturdier, healthier bodies. Largely because they get more protein than you did, government experts say. But they warn us that too many children still don't get enough protein at breakfast.

Can you do something to overcome this lack? Yes! With Kellogg's great new protein cereal, Corn-Soya. No other well-known cereal—not one—is so rich in protein, the master body-builder.

And Corn-Soya has the crisp, inviting flavor that makes children eat it eagerly. And it's full of vitamins, minerals, energy value. But what sets it apart from all other cereals is its protein richness. Start letting Corn-Soya help your child build a fine body today!



BODY-BUILDING PROTEIN—RIGHT IN THE BREAKFAST BOWL!

Percentage of daily protein needs provided by a standard portion (1 ounce) of Kellogg's Corn-Soya when served with 4 ounces (½ cup) of milk or cream.*

Average Man (154 lbs.)	13.36%
Average Woman (123 lbs.)	15.58%
Child (7½ lbs.—10-12 yrs.)	13.36%
Child (58 lbs.—7-9 yrs.)	15.58%

*Recommended dietary allowance revised, 1948, National Research Council.

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"It was criminal of me to bring you here," he said. "I have no more idea what I ought to do than Teddy would have."

"But there is nothing one can do," she assured him. "We will just have to sit here and wait."

And so they waited. There seemed little that one could say, either. He looked at her, sitting there with her hands clasped loosely around her knees, and wondered how long it would be before she would have to begin drawing up her feet.

She saw the boat before he did; or he may have been taking it for one of the rocks nearer shore—they all seemed to be moving—but he could see that it was really coming now, with Sophy and Yselt both in it, rowing mightily against the tide.

"Hard to port!" he heard, in unmodified English. Sophy was in command.

Denise looked at him, smiling. "An interruption," she said.

"Of course I knew you were painting at this end," Sophy told him on the home, after the mouth of the river had negotiated and the rowing was more a question of steering. "I had been seeing the picture; and then when I saw the boat come that way, empty, I knew what must have happened. This is a queer sea, Mr. Ed, you had ought to be careful, with the full and all. I was askin' the cook as we go along if that rock wasn't more than likely go under; I couldn't make her understand though."

"I know, Sophy," he said. "I mean I know now."

"And there's a cable come from Elsa," Sophy said, as one who heaves a measure up.

"Good news, I hope?" He was cheerful even gay. "I hope you read it, Sophy?"

She dipped her oar and held it a moment or two before she answered. "I want one word. It just said 'Sailin'!"

OUR UNDERFED CHILDREN

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or train, lest a bump or sudden movement might prove fatal. A rare and strange malady attacked this nineteen-year-old. First a pinprick on his finger would not stop bleeding, then he began to hemorrhage from his skin and body openings. Weeks of hospitalization and treatment stopped that, but the fear of another attack still hangs over his head. Not so long ago, such a calamity to a healthy young man would have been looked upon as a visitation of providence. Today doctors believe that it may be associated with lack of certain nutrients.

Jim is another child of well-to-do parents who, in the midst of plenty, has starved himself of elements his body needs. He didn't like salads, most fruits, vegetables—he called them "sissy," "rabbit food"—and when he entered senior high his mother quit "nagging," as Jim considered it. He ate largely of meat, potatoes and desserts, he would consume a dozen cookies or doughnuts at a sitting. Who would have dreamed of calling Jim Morrison undernourished? Yet the disease which has tied balls of lead to Jim's swift legs, is a disease of malnutrition.

Marianne and Jim are extreme examples of a malady that exists, in greater or lesser degree, in countless American homes. Because it works underground, and is only now being fully recognized, we have let it go on. Yet it can be as dangerous in the long run as the atom bomb, as deadly in its effect as bacterial warfare.

Doctors, not content with miracle drugs that preserve us from the worst consequences of our errors, probing into the why of this disease and that to see if it may be prevented altogether, are tracing more and more of the ills that afflict mankind down to one simple factor—food.

Why do mothers die in childbirth, or have difficult and dangerous deliveries? Because they haven't eaten as they should. (Witness the case of one of the world's wealthiest girls, who, as the result of drastic dieting in her teens, all but lost her life, too, when her baby was born.)

What causes cirrhosis, and other painful and serious liver ailments? Not heavy drinking, as was thought hitherto, but the fact that hard drinkers often neglect to eat. This is a disease of diet deficiency, not alcohol.

What is the underlying factor in many of the chronic illnesses which plague the middle-aged and elderly? Improper eating habits, says science, began in childhood and carried into adulthood. Several forms of cancer, for instance, and it is being traced to certain "soft" types of cancer.

up-to-date surgeon has patients with deficiencies "fed up," if this is possible before he operates.

Mental cases, increase of which is a real problem, are being fitted into the pattern. The properly fed, it is found, are much better fitted to stand the emotional strains and stresses of life than the poorly fed.

Now at last we are beginning to learn the price our children pay when we neglect to feed them the balanced diet most of us know by heart, but often fail to observe in our own homes.

It has been established by scientific investigation that children pay in blemished bleeding gums and sores of mouth and skin the new treatment for which is diet; in the posture, which brings many other ills in train, and which improves when diet improves; in vision defects caused by lack of vitamin A.

They pay in pain. Tooth decay has been halted merely by giving the kind of food all know children should have—meat, eggs, milk, citrus fruits for vitamin C, lots of vegetables with emphasis on green and leafy ones, whole-grain breads and cereals for carbohydrate, little if any sweets and soft drinks.

They pay in illness they need not have. The vitamin, protein and mineral foods are called "protective" because by furnishing the building parts with essential elements they need to do their work, sickness and unfortunate conditions of many kinds are warded off.

All of us have heard of the extreme form of vitamin deficiency—scurvy, beriberi, pellagra, rickets which leave children bow-legged and pigeon-breasted. We are not so familiar, however, with secondary forms that come when the diet contains some protective elements but not enough. Vitamin C, for example, battles germs. When it is skimmed, boys and girls are more susceptible to infections of all kinds, and have them in more serious form. After the so-called children's diseases which almost everyone gets—mumps, measles, whooping cough, scarlet fever, chicken pox—have been worked through, the majority of properly fed youngsters have a perfect or nearly perfect health record.

Rheumatic fever, one of the worst present scourges of the young, has long been associated with undernourishment, whether the victims come from rich homes or poor ones. Tuberculosis, most dreaded in the adolescent years and just after, gets its best chance then because adolescents tend to consume inadequate, poorly balanced diets at a time when their bodies have the need of building and

God gives every bird its food, but does not throw it into the nest. —J. G. HOLLAND.