



**Right now... aren't you glad he had "Cream of Wheat"® for breakfast?**

Enriched "Cream of Wheat" Cereal, Quick or Instant, guards him with a full day's supply of iron — more iron than any other leading cereal, hot or cold and gives him protein carbohydrates Vitamin B<sub>1</sub> Vitamin B<sub>2</sub> niacin calcium and phosphorus.

Why start his day with anything less?



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