



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 B₁
 Vitamin B₂
 niacin
 calcium
 and phosphorus.



Why start his day with anything less?

® "CREAM OF WHEAT" AND "CHEF" ARE REGISTERED TRADE MARKS OF NATIONAL BISCUIT COMPANY

*Sw. ad. 1960
21.13*

Parents 11/60