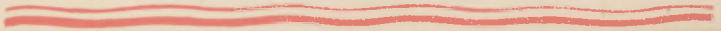


An illustration of a woman with blonde hair, wearing a blue short-sleeved shirt and a yellow apron, leaning over a high chair. She is holding a small green cup and a spoon, offering food to a baby. The baby, with blonde hair, is sitting in the high chair and looking away from the food with a bored or uninterested expression, resting their chin on their hand. The background is a simple, light-colored wall with a faint shadow of the woman and child.

What a difference APPETITE makes!

Don't coax
an appetite
— *create one*

A decorative red wavy line spanning the width of the page at the bottom.

Does your child's cereal *pass this test?*

POUR into your hand a little of the wheat cereal your child eats. If it is a complete cereal, it will consist of *brown* particles, which provide building materials for flesh, bones and teeth, *yellow* particles, rich in the vitamins which promote health and stimulate appetite, *white* particles, which supply warmth and energy. Over-refining or processing removes or destroys some of these health-building properties. To be sure you are getting them all, look for the brown, yellow and white particles. *All three are in Ralston.*

RALSTON PURINA COMPANY
Checkerboard Square, Saint Louis, Missouri

RALSTON WHEAT CEREAL *is now enriched with vitamin B, the appetite stimulating vitamin*



AT LAST the secret of normal hunger has been found! It's vitamin B — the growth-promoting vitamin which scientists have discovered also stimulates appetites. When children do not eat readily — when they are underweight, nervous or irritable — the trouble often may be traced to a deficiency of vitamin B in the diet.

To safeguard against this deficiency, known to exist in most children's diets, Ralston Wheat Cereal has been enriched by adding extra vitamin B. It is now easy to create and maintain normal appetites, by serving Ralston as a regular part of the daily diet.

Don't coax an appetite—create one. If your child does not eat willingly, a few servings of Ralston should make a difference in his appetite. Eaten regularly, it produces a decided eagerness for food. Besides creating a normal appetite, Ralston Wheat Cereal provides all of the elements of whole wheat necessary to maintain health and promote growth.

Serve Ralston regularly. Everyone will enjoy its wholesome flavor. And Ralston cooks in five minutes and costs less than one cent a serving.

RALSTON
WHEAT
CEREAL

*actually creates
eager appetites*



Have you
tried

Ry-Krisp

*—the delicious
whole rye
wafer?*

