



**STRAIGHT  
SHOOTERS!**

SHOW THIS TO YOUR MOTHER.  
THEN SHE'LL BE GLAD TO GET  
RALSTON FOR YOU ALWAYS

*Tom Mix*

# Mother!



make *doubly*  
sure of

*your child's*

*health—  
energy—  
and  
growth*



# Remember—

## CEREAL IS ONE OF YOUR CHILD'S MOST IMPORTANT FOODS!

ENERGY



Ralston supplies  
all the value of  
finest whole  
wheat.

and—

A hot cereal *does* make a difference. A cereal made of whole wheat *is* more nourishing. A cereal enriched with vitamin B *will* do more than ordinary cereals for a growing boy or girl. Ralston *is* the hot whole wheat cereal enriched with extra vitamin B ... Delicious ... Quickly cooked ... Costs less than 1¢ a serving.

STURDY GROWTH

Vitamin B is essential to normal appetites and normal growth. Ralston is double-rich in vitamin B.



EXTRA  
PROTECTION



As a hot, extra-nourishing cereal, Ralston protects against winter's chill. Builds resistance to colds and disease.

### RALSTON

WHEAT CEREAL



*The Hot Cereal  
Children Love to Eat*

"If you want to reduce or stay slim,  
get the

**HOLLYWOOD HABIT"**  
say  
Famous Movie Stars

Many of filmland's most glamorous beauties have proved you don't have to starve to have a slender, lovely figure! Do as the movie stars do. Get the Hollywood Habit—just regular exercise, sensible eating, and Ry-Krisp in place of heavy starchy foods. You'll love Ry-Krisp because it tastes so good as crackers, toast or bread! These delicious, crunchy wafers actually cut the calories in any meal—because they're filling but not fattening. And remember—they're a wholesome popular food with all the family, too. The name RY-KRISP is stamped on every wafer. Ralston Purina Company, St. Louis, Mo.

**A Typical  
Hollywood-Habit Menu**

Fresh Spinach with  
egg . . . . . 50 calories  
Baked Stuffed Tomato  
Topped with Ry-Krisp  
Crumbs . . . 100 calories  
Sliced Carrots 50 calories  
Green Beans . . 50 calories  
Cauliflower with  
cheese . . . . . 25 calories  
3 Ry-Krisp Wafers  
20 calories each

