

# A Health Prescription for Growing Children



A Liberal serving of Ralston Health Food every day—plenty of fresh air—sunshine—and sleep.



## Mothers!

It's an important question it's serious—this choosing of the correct food for growing children.

Do you want your children keen—active—bright-eyed—clear skinned—full of life—red blood—and energy? Do you want their nerves steady—and their muscles firm? Do you want them to play well—sleep well—and study well? Then you must seriously consider the proper food—you must

choose a food that's full of nutriment—phosphorus—and that is easily digested.

That one word, digestion, is the cause of many a child being nervous—irritable—puny—and anaemic.

A food that requires all of the gastric juices of the child's system to digest is dangerous—as is a food that does not contain the proper percentage of nourishment.

To mal-nutrition in childhood, especially during school days, when the child's brain is being exercised and developed—may be traced nearly all of the ills and weaknesses of after life. If you would have your children strong—and healthy—if you want them to grow strong and sturdy men and

women—watch their food most carefully during school days,

while the Brain the Governor of the Nervous System—is being used and developed.

Ralston Health Food is made from tiny almond-colored wheat hearts—or seed centers of ripe, selected wheat. These wheat hearts are full of phosphorus and gluten—known to be the greatest brain and body building—blood and muscle making elements in the human diet.

"Ralston Kids" are everywhere—keen, active, bright-eyed, clear skinned, full of life and energy.

If you want *your* children to play well—sleep well—and study well, feed them RALSTON HEALTH FOOD. They always *like* it—for it's good to eat and good *for* them to eat. RALSTON HEALTH FOOD is sterilized by our special process—thus always good. Ralston Health Food is an economic Food—a 15-cent package making 50 plates of food when ready to serve. Ralston Health Food is the acknowledged standard—staple breakfast food. It is sold by all good grocers. If your grocer doesn't keep it, refuse a substitute or imitation—both would be dangerous—but write us direct and we'll see that you are supplied.

## \$1,000 Ralston Rhyme Prize Offer

A Thousand Dollars in Cash for RALSTON RHYMES. Contest open to Ralston Kids and grown-ups everywhere. We are running a RALSTON RHYME CONTEST free to everybody. Nothing to buy—no money to send. Just fill in the last line of the Ralston Rhyme shown in this coupon and you have an equal chance with everybody else to win a Cash Prize—820 Prizes all told. The Contest closes December 15th, to give us time to send the prizes to the winners before Christmas.

The Judges in the Contest are:  
 Honorable George H. Williams, Judge of the Circuit Court, St. Louis, Mo.  
 Elmer C. Patterson, Advertising Manager Collier's Weekly, Chicago, Ill.  
 D. L. Taylor of The Long-Critchfield Corporation, Chicago, Ill.  
 (Author of this advertisement.)

Prizes will be awarded as follows:  
 \$100.00 in Cash for the Best Rhyme submitted.  
 \$ 50.00 in Cash for the Second Best Rhyme submitted.  
 \$ 20.00 in Cash for the Third Best Rhyme submitted.  
 \$ 10.00 in Cash for the Fourth Best Rhyme submitted.  
 \$ 5.00 in Cash for the Fifth Best Rhyme submitted.

—and \$815.00 in \$1.00 Bills for the 815 next best rhymes, thus you have 820 chances to secure a Cash Prize.

**RALSTON PURINA MILLS**

"Where Purity is Paramount"

807 GRATIOT STREET, ST. LOUIS, MO. TILSONBURG, ONT. PORTLAND, ORE.

Free to  
All

Read, Fill Out and Mail to Us the Coupon Shown Here, or write your answer on Paper or Postal as you wish

Coupon No. 8

Ralston Purina Mills  
St. Louis, Mo.

Without expense to me—without buying anything, I wish to enter your Ralston Rhyme Contest. I enclose rhyme with last line filled in.

Name.....

Address.....

Talk about your imitations,  
 Talk about your fads,  
 Talk about the breakfast foods,  
 You read about in ads.  
 There's but one among the hundreds,  
 That has really stood the test,  
 It's the Health Food known as RALSTON,

(Now You Can Write the Rest)