



The Call of **THE BREAKFAST BELLE**

YOU don't have to call the children more than once when their noses catch the aroma of the crisp and crackly flakes of their favorite

"FORCE"

☐ Children seldom like foods that are good for them but they like "FORCE," when it is properly "crisped" in the oven and served with milk or cream. It is good for them because its crispness compels thorough mastication and because it has in it the material for building good brain and sturdy bodies.

☐ It is the ideal summer food for children and grown-ups, supplying plenty of nutriment without heating the blood or clogging digestion. A crisp, delicious, cool food—satisfying and sustaining—The meat of the wheat in a digestible and palatable form.

☐ "FORCE" is made of the choicest wheat that grows, steam cooked, malted, rolled into flakes and thoroughly baked. "The Food that Fits Its Name," imparting vim and vigor to tired brains and worn-out muscles. It furnishes the greatest amount of nutriment at lowest cost.

Always crisp it before serving by pouring it into a pan and warming it over; then serve in large dish with cream, piling the flakes in one side of the dish and pouring the cream in the other side, dipping the flakes as eaten.

☐ Something for the children—a "SUNNY JIM" DOLL—a great hit with the little ones. A cloth doll pattern of "Sunny Jim," 15 inches high, in five colors, with full directions for cutting and sewing, will be sent Free for two trade-marks cut from regular "FORCE" packages and three 2-cent stamps to cover postage. Send for one NOW before they are all gone.

The H. O. Mills, Hamilton, Ont.

