

## Boys' Week



## Give the Growing Boy Plenty of Milk

Milk-the perfect food-the body-builder-will make a man of him. It makes healthy children-sturdy boys-and rosy-cheeked girls.

## GOLD MEDAL MILK

Rich-fresh-pure-wholesome

## Your boy-Asset or Liability?



Study the chart. You will find it as interesting as a diagram of business-and ten times as important, if you are a father. Here are the life lines of two American boys-the kind we all know. Each started with average health and prospects. Each had to go through the "awkward age"-the critical stages of boyhood and adolescence.
Each met the same discouragements and hard knocks in his youth. One got over the rough places with manly courage; the other drifted aimlessly. One became an asset to his family and to his country. The other-a liability.
Why this tragic difference? Whose the responsibility? Those who have made a life study of boys and men-experts in practical boy psychology-are agreed that a father's companionship is the big vital factor which determines a boy's place in the world. The lack of that friendly relationship is the most disastrous lack in America today.
Thousands of fathers realize they are losing their son's confidence at the very time he needs their guidance most. . How often you hear the remark-"I just don't seem to be able to get hold of my boy.
When the City of Philadelphia set aside "BOY WEEK" it expressed the whole nation's conviction that fathers and sons should "get together" for the health of the nation.
But there are fifty-one other weeks in which growing boys need to be chums with Dad. And there are 3,360 hours of spare time in a boy's year-Dad's opportunity, if he knew it! How is a busy father-harassed and preoccupied in his grown-up world-going to make the best of a responsibility which he cannot turn over to any other human being?
A practǐal plan has been perfected. A group of our country's most successful Boy Workers have made the whole thing delightfully simple
by a program of boy activity. by a program of boy activity.
If you have a boy or boys between the ages of eight and sixteen send
your name, address and the age of your boys. your name, address and the age of your boys.

4 boy can't help growing

Some boys are not acquainted with Dad

Three thousand hours of spare time-what is he doing with them?

Name .

## Address

