



The Petti-Johnnys greet you now,
They draw the curtain — make their bow:
“Ladies and Gentlemen,” they say,
“Bub and the Cubs arrived to-day.”
Although of them you never heard,
They soon will be a household word.

(Circle 1905)

THIS little booklet contains a few Pettijohn advertisements in outline, with the story of each in rhyme. The illustrations are to be colored by the children with the Water Paints inserted in the center pages of the booklet. (Note instructions given thereon.) We hope they may be helpful to the mothers in entertaining and instructing the children in reading and painting.

Pettijohn Grand Prize Offer.

Hundreds of beautiful prizes given free, consisting of Cereta table sets (knife, fork and spoon) of the famous Cereta design—manufacturers' 20-year guarantee sent with each set—china toy teaset, dolls, dolls' houses, dolls' furniture, water color paints, boxing gloves, rubber ball guns, foot balls, baseball outfits (ball, mit and mask) and pocket knives.

CONDITIONS OF CONTEST. Open to all boys and girls under the age of twelve. See how well you can paint the pictures in this book, send it to us with two of the red seals cut from packages of Pettijohn, and we will give every month to the 100 boys or girls who, in our opinion paint the best books, one of the above mentioned prizes.

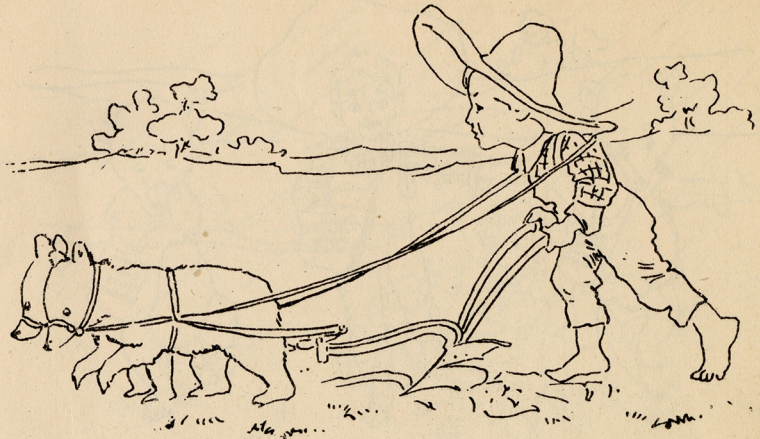
The contest will close on the 25th of each month and the prizes will be sent out on the first day of the month following. This offer closes December 31st, 1904.

Address **THE AMERICAN CEREAL CO.,**
Department "P," 1111 Pontiac Building,
CHICAGO, ILL.

WRITE PLAINLY.
Boy or
Age..... Girl..... Name.....
Street and Number.....
P. O.....State.....

Additional copies of this booklet will be mailed upon request. Price, 3 cents each.

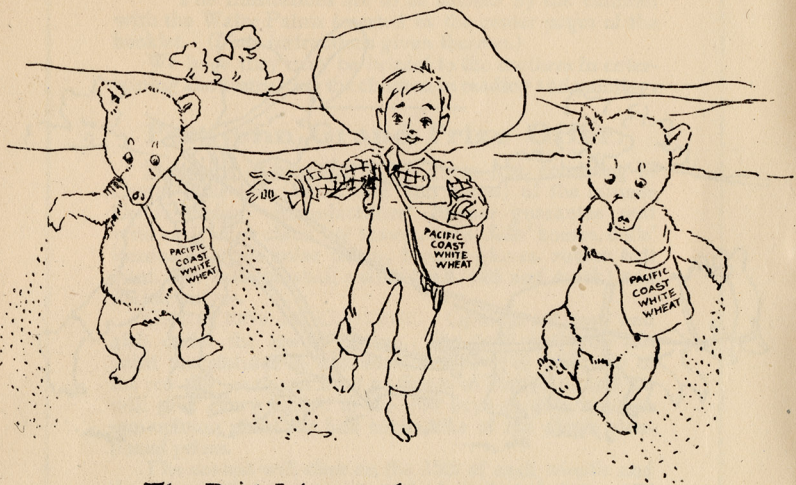
PLOWING



The Petti-Johnnys all set out
To plow the ground, with laugh and shout.
The Cubs went prancing on ahead,
Bob pushed the plow and wagged his head.
"I plow the ground so well, you see,
Because I ground the plow!" said he.

Cereta coupons make a little money go a great way.
A coupon in every package.

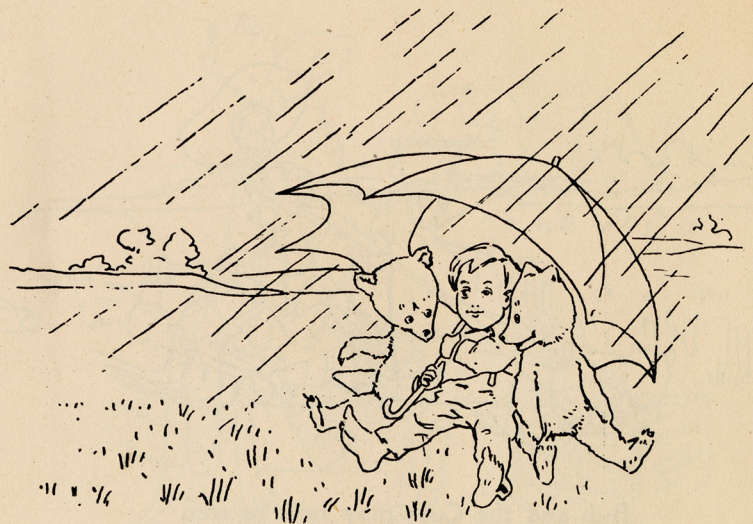
SEEDING



The Petti-Johnnys then went on
To sow the seed for Pettijohn.
Bub sowed it with a lavish hand,
Until it covered all the land.
The Cubs exclaimed, "Ah-ha, Oho!
"You sowed the seed, we seed you sow!"

Cereta coupons help to buy beautiful "Cereta design" Silverware.
A coupon in every package.

SHOWERS



The rain came down, as you may see!
Bub and the Cubs laughed loud with glee.
Said Bub, "Though I feared drought before,
"This rain has raised my hopes once more."
"Twill also raise the wheat," said Cub.
"Twill raise umbrellas, too," said Bub.

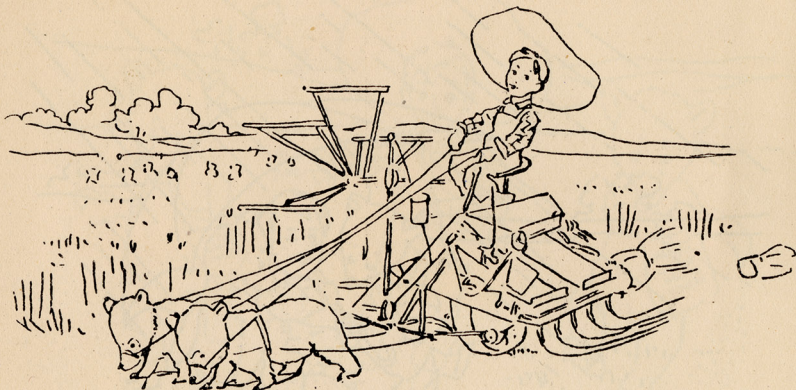
Dollars do double duty with Cereta coupons.
A coupon in every package.

HARVESTING

BARBERS

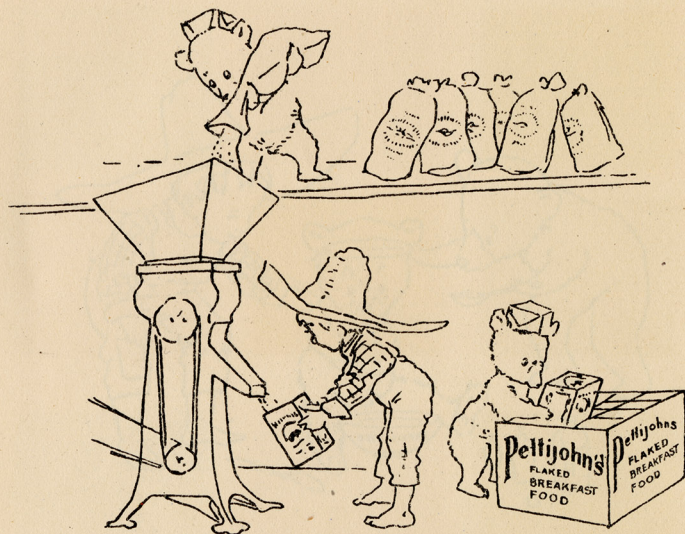
MILLING

WOLFE 331041



Bub and the Cubs may here be seen
Running their harvesting machine.
Said Cubs, "Oh, see the wheat-ears here!"
Said Bub, "You can't see wheat-ears hear!"
Said t'other Cub, "'Tis very plain
"This reaper goes against the grain!"

Cereta coupons help to buy fine imported China Dinner and Tea Sets. A coupon in every package.



The Petti-Johnnys really know
Just how to run a mill, and so
Cub from above pours in the wheat,
And Bub then packs it, clean and sweet.
Cub down below says, "Well, I find
Running a mill is quite a grind."

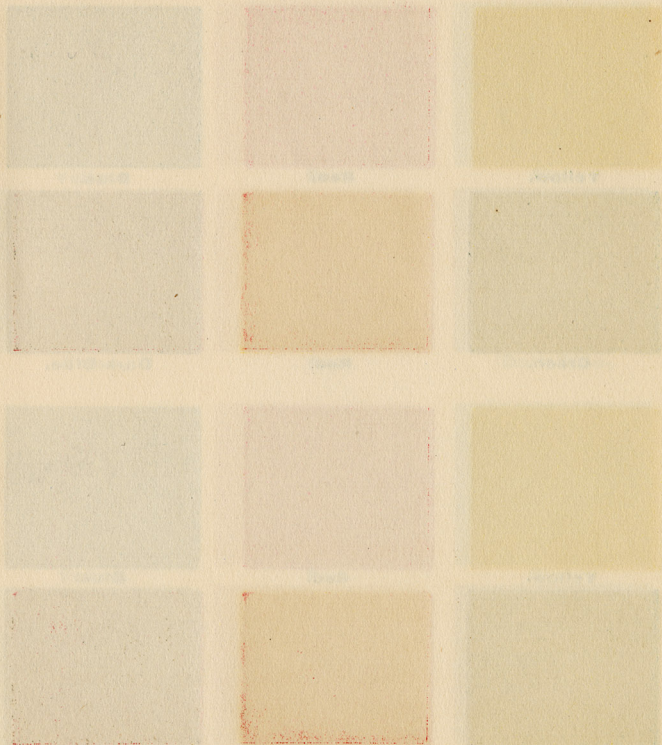
The object of the Cereta coupon is to save you money.
A coupon in every package.

INDIGESTION



The Petti-Johnnys feel chagrín
At the dire plight one Cub is in!
Some Predigested Food he ate—
Behold his sad and sorry fate!
“Alas!” said Bub, “There is no question
“But Predigestion’s *Indigestion!*”

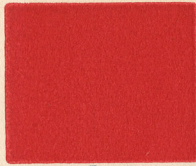
Cereta coupons help to buy a Sewing Machine.
A coupon in every package.



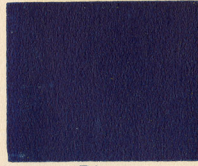
THE LITTLE ARTIST'S WATER COLORS.



Yellow.



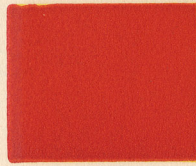
Red.



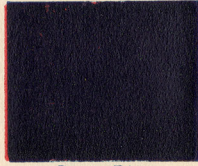
Blue.



Green.



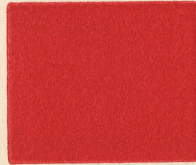
Red.



Dark Blue.



Yellow.



Red.



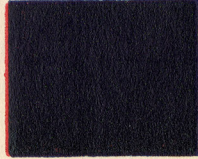
Blue.



Green.



Red.



Dark Blue.

DIRECTIONS: — Moisten a Camel's-hair brush with water and use paints same way as regular water colors, taking care not to get colors too thick.

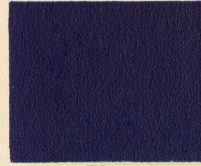
THE LITTLE ARTIST'S WATER COLORS.



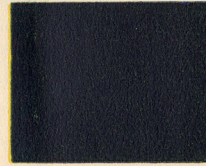
Yellow.



Red.



Blue.



Green.



Red.



Dark Blue.



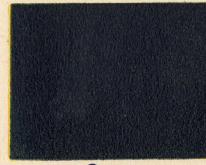
Yellow.



Red.



Blue.



Green.



Red.

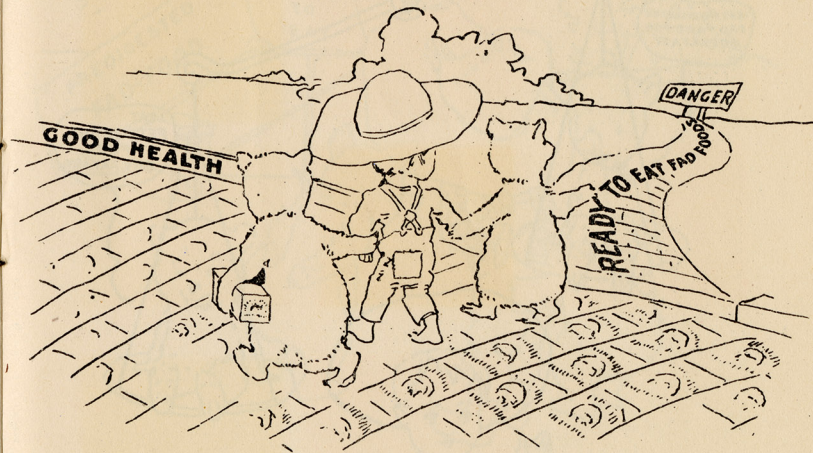


Dark Blue.

For Brown mix Red and Green. For Flesh Color mix Red and Yellow.

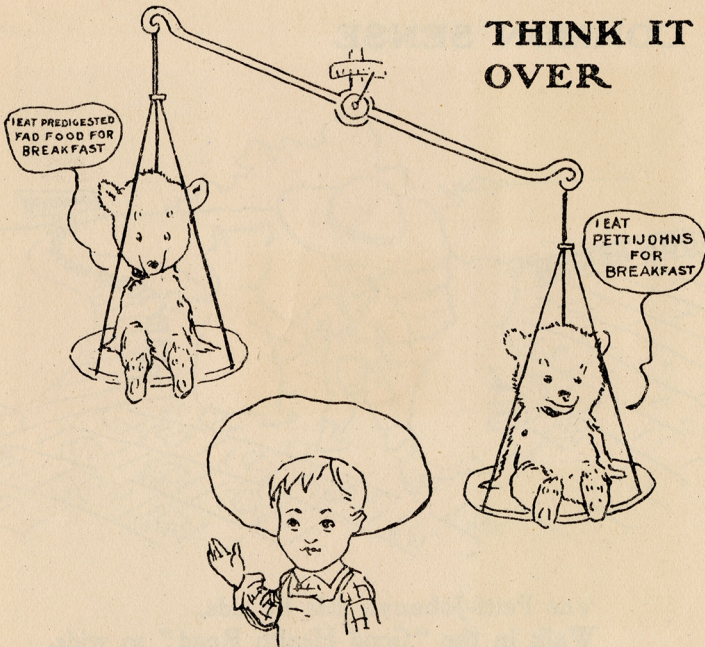
Tear out this page on dotted line.
Tear out this page on dotted line.

COMMON SENSE



The Petti-Johnnys, side by side,
Walk in the "Good Health" so wide,
Pointing with scorn as they go by
To "Fad Food Road," where dangers lie.
"Ready to eat' indeed," they say,
"Ready to burn! or throw away!"

Every Cereta coupon counts. A coupon in every package.

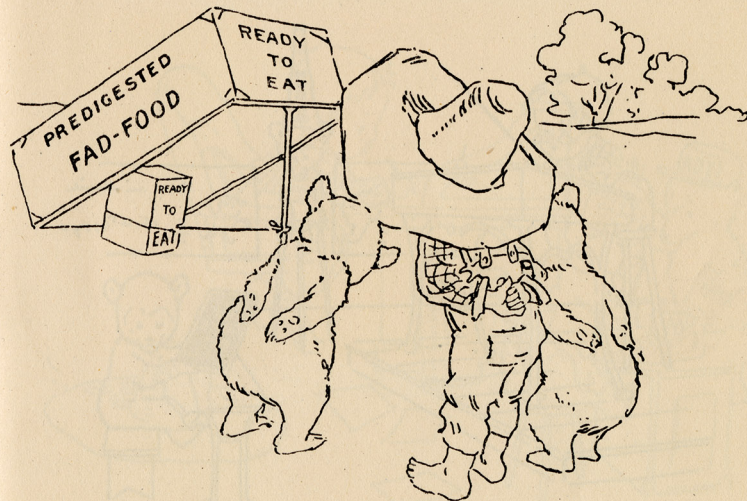


THINK IT
OVER

Said one Cub, "Oh, I'm nearly dead!
"At breakfast on Fad Food I fed."
Said t'other Cub, "I'm feeling good—
"For Pettijohn's my breakfast food."
"This scale," said Bub, "tells what you ate;
"For Fads are waste, but wheat is weight."

Cereta coupons help to buy beautiful Lamps.
A coupon in every package.

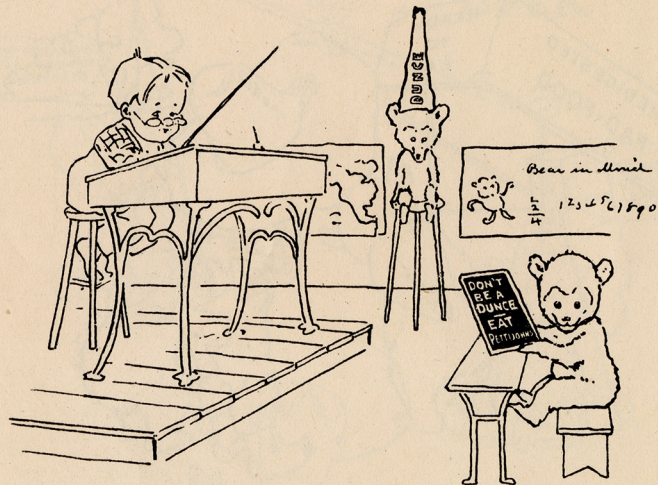
DON'T BE CAUGHT



The Petti-Johnnys see a snare,
"Oho!" says Bub, "My Cubs, beware!
"That Predigested Food's a Fad,
"That sounds quite good, but eats quite bad!"
"We'll never touch it!" cried each Cub.
"That's right! Fad Foods feed Fools!" said Bub.

Your small change counts with Cereta coupons.
A coupon in every package.

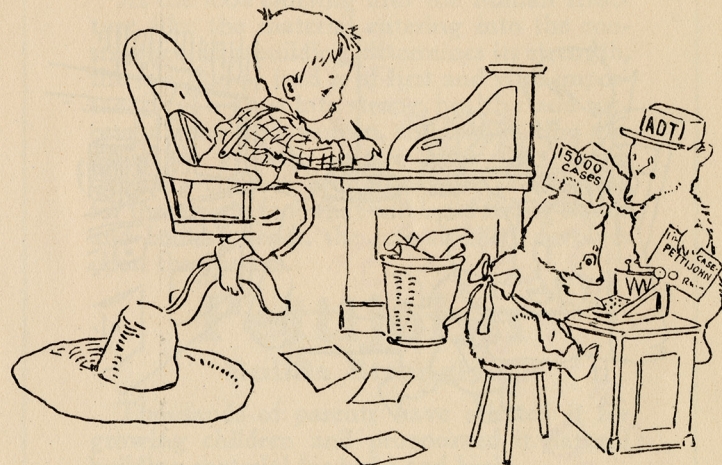
A STRONG MIND



The Petti-Johnnys went to school,
 Bub was the teacher—Cub the fool,
 So t'other Cub, it came to pass,
 Was at the head of every class!
 "My, but I'm smart!" he said, with pride;
 "Don't make me smart!" the Fool Cub cried!

Cereta coupons help to buy Household Furniture.
 A coupon in every package.

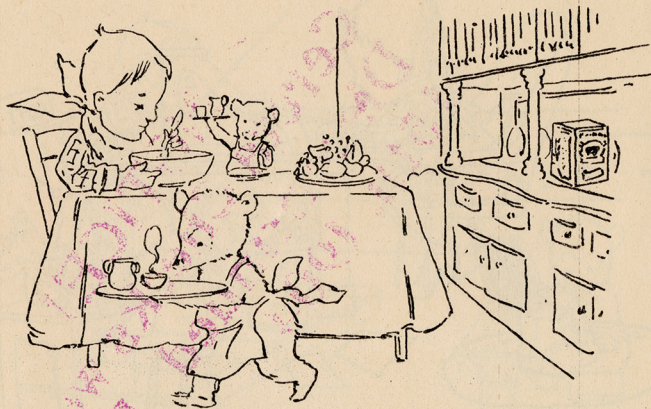
SUCCESSFUL CAREERS



Bub and the Cubs now seem to be
 Careering on successfully.
 See on Cub's cap three letters neat—
 PettiJohn's **A Delicious Treat**.
 Said t'other Cub, "There's nothing righter,
 "That's the right type for my typewriter!"

Your money goes farthest with Cereta coupons.
 A coupon in every package.

HOME COMFORT



Some grouchy persons seem to feel
That breakfast is a gloomy meal.
Bub and the Cubs don't think it so,
But count it brightest, for they know
Pettijohn's Breakfast Food each day
Makes people happy, bright and gay.

Cereta coupons help to buy Ladies' and Gentlemen's Fine
Watches. A coupon in every package.

Start the Child Right.

As the food entering into the human structure, like the material entering into the construction of a building, determines its strength, the selection of food is of first and vital importance. To grow into strong, healthy and successful men and women, children, during the period of growth, require food that feeds. Growing children are not capable of choosing for themselves food that will build strong minds and bodies; hence, the responsibility devolves upon the parents.

Pettijohn

Builds Strongly.

Thousands of parents have selected it for growing children and pronounced it natural building material for body and brain.

At all grocers. Order a package to-day.

A Cereta coupon in every package.

Send for our illustrated Pettijohn Kindergarten Booklet just out. Contains most of the standard kindergarten games now in use and is a delight to children. Mailed to any address upon receipt of a 2-cent stamp.

NOTE.

SIT RIGHT DOWN NOW AND WRITE FOR FULL PARTICULARS REGARDING THE CERETA COUPON. IT'S OF VALUE TO YOU.



The Petti-Johnnys' Show is done;
I'm sure you'll say 'twas lots of fun.
We hope, although the story ends,
Bub and the Cubs you'll keep as friends.
And now you want a further treat,
Go buy some Pettijohn's to eat.