

“Illustration Across Media”

March 23, 2019

Michele H. Bogart

How Big Tobacco Hooked Children on Sugary Drinks

By Andrew Jacobs, *New York Times*, March 14, 2019

<https://www.nytimes.com/2019/03/14/health/big-tobacco-kool-aid-sugar-obesity.html?partner=rss&emc=rss>



How'd you like a Hawaiian Punch for breakfast?

HAWAIIAN PUNCH ORANGE

Has all the vitamins of orange juice plus—more fun flavor.

Start the day with *Sock, Bam, Pow!* Drink Hawaiian Punch Orange for breakfast—and look out world! Hawaiian Punch Orange is a natural fruit punch. It's a power combo of six fruit juices plus orange. It has all the vitamins of orange juice—is enriched with vitamin C—and has more fun flavor. Kids love the natural sweet flavor, no pulp, no seeds, no sour taste. Glass for glass, sip for sip, Hawaiian Punch is the one with zip. Start your day with Hawaiian Punch and sock it to 'em.



CAN'T WAIT TO TASTE IT!

NEW GOLDEN NECTAR KOOL-AID!

Delightfully different cool-off drink with just a touch of tang! Stir up a frosty pitcherful for your family today!

9 great flavors now!
5¢ package makes two quarts

Kool-Aid is a registered trade-mark of General Foods Corporation.

© 1957, General Foods Corp.

Alice Barber Stephens, 1908



Newell Convers Wyeth,
*Rural Delivery (Where the
Mail Goes, Cream of
Wheat Goes)*, 1906



Edward Brewer,
painting for
Cream of Wheat
advertisement,
1920



Willam Cahill, 1910, 1911.



A Dainty Breakfast

CREAM OF WHEAT

THE JOY OF CHILDHOOD
 is made or marred by the little every-day occurrences. When health is so easily affected it is well to watch the children's food.

Cream of Wheat
 makes healthy, happy little ones, who are the better for such a sweet, wholesome diet.

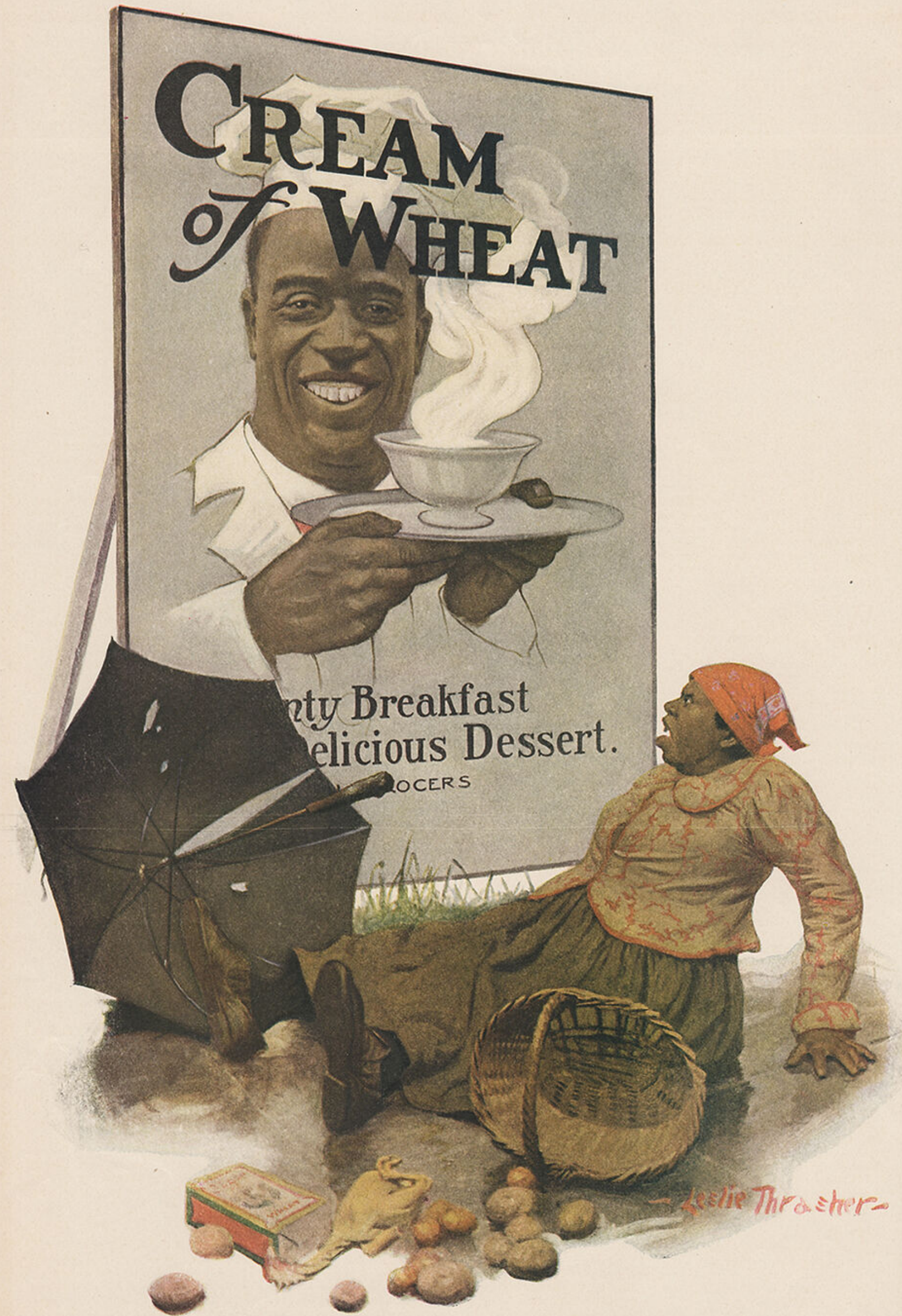
CREAM OF WHEAT CO. MINNEAPOLIS MINN.

SEE YOUR GROCER FOR OUR SAVANNAH UP NORTHWESTERN COUNTRY. ELEGANT WORK OF ART. HE WILL GIVE YOU ONE WITH EACH PURCHASE OF THE PRODUCT.

Cream of Wheat

OLD KING EDIE
 WAS A MERRY OLD JOKE
 AND A MERRY OLD SOUL WHE HE
 HE CALLED FOR HIS PIPE
 AND HE CALLED FOR HIS BONE
 AND HE CALLED FOR
 HIS FIDDLENT THREE.
 THEY BAST HIM HIS PIPE,
 AND THEY BAST HIM HIS BONE
 WHILE HIS FIDDLENT PLAYED
 UP JINNET,
 BUT CONTENTMENT NEVER
 QUITE FILLED HIS SOUL,
 TILL THEY BAST HIM HIS
CREAM of WHEAT

THE BEST AND DAINTIEST CEREAL FOOD—CREAM of WHEAT
 IS SOLD BY GROCERS EVERYWHERE.
CREAM of WHEAT CO., MINNEAPOLIS, MINN.



“WHAT DE’DEBIL’ YOU-ALL LAUGHIN’ AT ANYHOW?”

Painted by Leslie Thrasher for Cream of Wheat Company.

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John N. Howitt, 1909



Edward V. Brewer, 1914

