

it's a Sweetheart
of a breakfast



**NABISCO
SHREDDED
WHEAT**

They just don't wilt!



RITZ
the hot weather
cracker



It's "Good Taste"
to serve
**PREMIUM
CRACKERS!**



Man-what a Feast!
RITZ and soup

**BALANCED
school
lunch**



SERVE YOURSELF

FROZ-EL

SERVE YOURSELF



KODAK SAFETY