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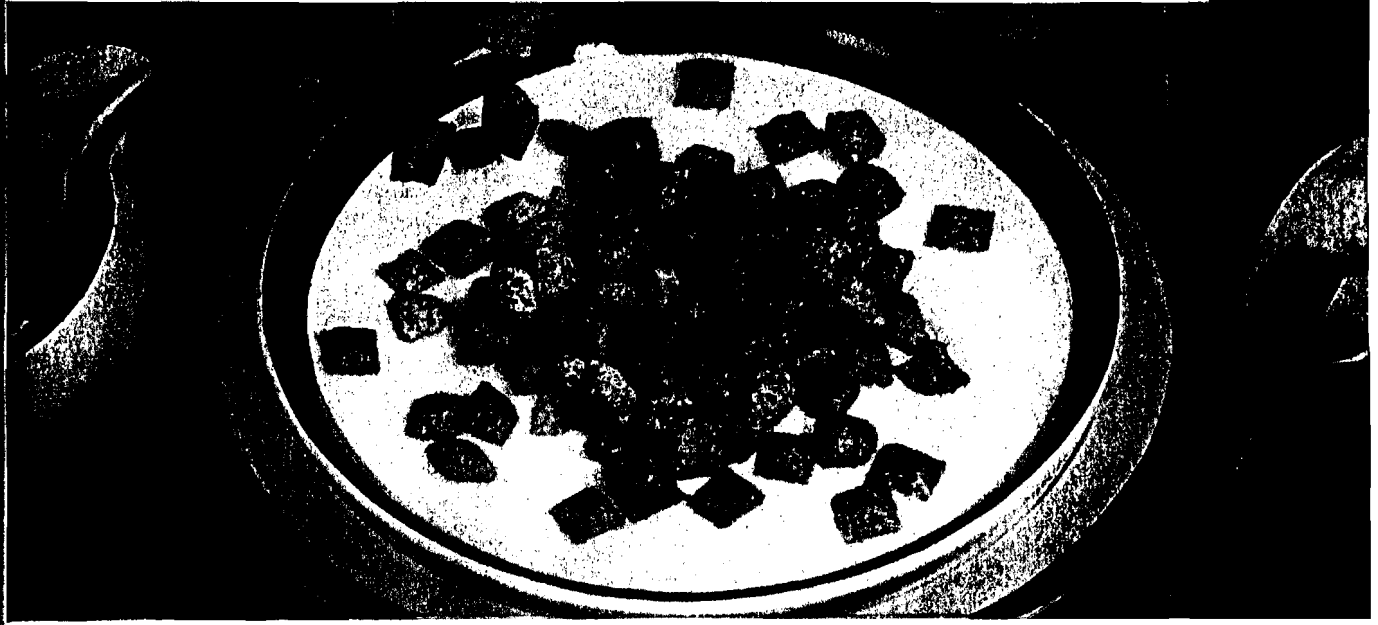
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QUAKER  
CRACKELS

JIMMY JUST HAS TO GAIN WEIGHT!— AND I CAN'T GET HIM TO EAT A GOOD BREAKFAST

WHY DON'T YOU TRY THAT NEW CEREAL—QUAKER CRACKELS? THEY'RE JUST PACKED WITH NOURISHMENT AND CHILDREN ARE JUST CRAZY ABOUT THEM!

GEE! BUT THESE QUAKER CRACKELS ARE YUMMY—I COULD EAT 'EM AND EAT 'EM— WATCH ME GET BIG AND STRONG NOW!



# The first really *all-new* cereal in years

**Y**OU'VE heard about new cereals before! Well here's one that's really new, really different! It's called Quaker Crackels. It's so good that people eat it out of the box, as they do popcorn. Yet so nourishing that mothers everywhere welcome it. Quaker Crackels is made by blending together, under terrific pressure, the concentrated nourishment of Nature's choicest grain foods. And

so it brings you a variety of food elements no cereal has ever given before. In appearance it resembles little golden pillows! In flavor it's supremely delicious, zestful. It is by actual tests 100% crisper than most crisp cereals!

Use all the milk and cream you wish. Still, the last little Quaker Crackel in the dish is as crisp as the first! Don't deprive your family of this delicious, nourishing new breakfast any longer. Get a package of Quaker Crackels today.

LISTEN to Gene and Glenn, the Quaker Early Birds... over N. B. C. Consult your newspaper radio program for the time.

# QUAKER CRACKELS