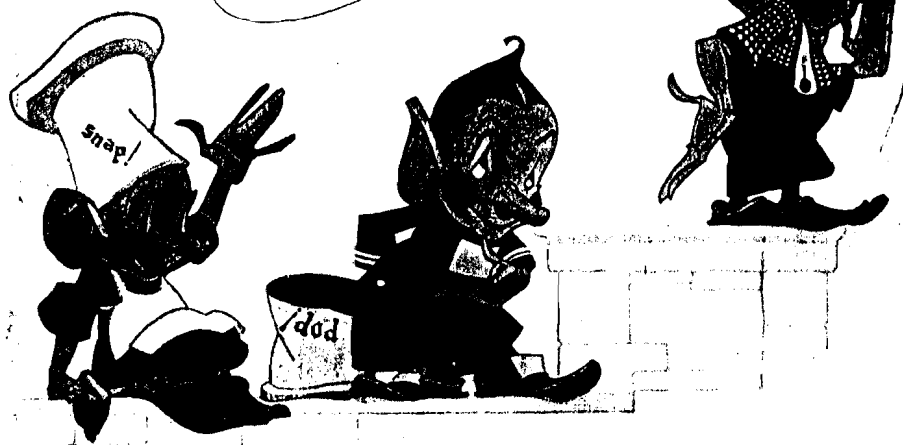


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"P-s-s-t, June Bride—
 he'll like 'em!"



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CRISP to the last spoonful!



Every man's a "yes man" when you set
 delicious Rice Krispies before him!

It's love at first sight, just to see them
 heaped in a bowl, golden and tempting.
 Mellow fruit adds a fresh note. With the first
 drop of cool milk, Rice Krispies sing out
 their crispness with a Snap! Crackle! Pop!
 The first bite confirms how' super-crisp and
 flavor-packed they are. And the last spoon-
 ful proves they *stay* that way!

Kellogg's unique flavor recipe, plus special
 "oven-popping," plus gentle toasting, does
 the trick. Start the day off right, with Rice
 Krispies—America's No. 1 rice cereal!

The name "Rice Krispies" is Kellogg's trade mark
 (Reg. U. S. Pat. Off.) for oven-popped rice.



Delicious with fresh, frozen, cooked or canned fruits

Kellogg's CEREALS
 MADE IN BATTLE CREEK

- KELLOGG'S CORN FLAKES
- RICE KRISPIES
- RALF BARN
- WHEAT KRISPIES
- PIP
- KELLOGG'S 100% BROWN FLAKES
- GRANUMETS
- KELLOGG'S SHREDDED WHEAT

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