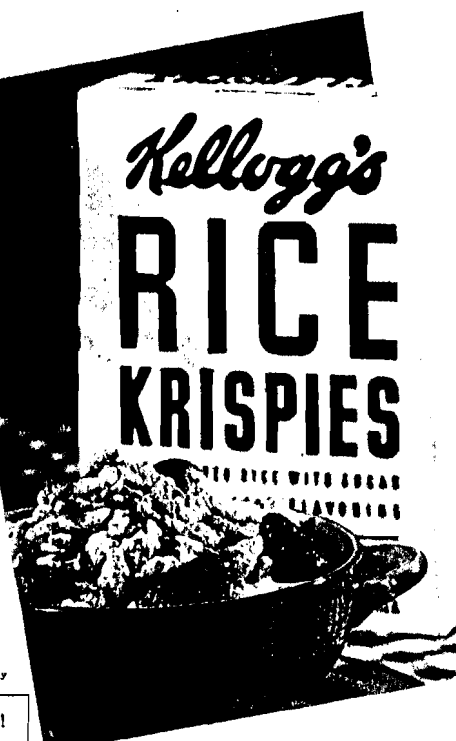
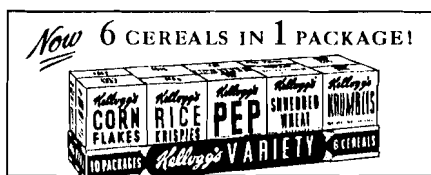




Crisp
*Delicious,
 crunchy...
 every spoonful!*

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Double dare you! Shower Rice Krispies into your breakfast bowl. Crown the golden tempters with sun-drenched berries—rich and luscious. Add frosty-cool milk or cream. Then try to keep from pitching in. Double dare you!

This dish offers the natural vitamins and minerals of milk and fruit—the food energy of rice. Plus a lively, can't-be-copied flavor—a crispness that puts a satisfying crunch in every spoonful. Rice Krispies actually snap! crackle! pop! You can hear how crisp they are!

Oven-popping, gentle toasting, and a famous Kellogg recipe—these turn the trick. For brighter breakfasts at your house, order Kellogg's Rice Krispies today!

"Rice Krispies" is a trade mark (Reg. U. S. Pat. Off.) of Kellogg Co. for its oven-popped rice.

Look for *Kellogg's* the Greatest Name in Cereals!

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