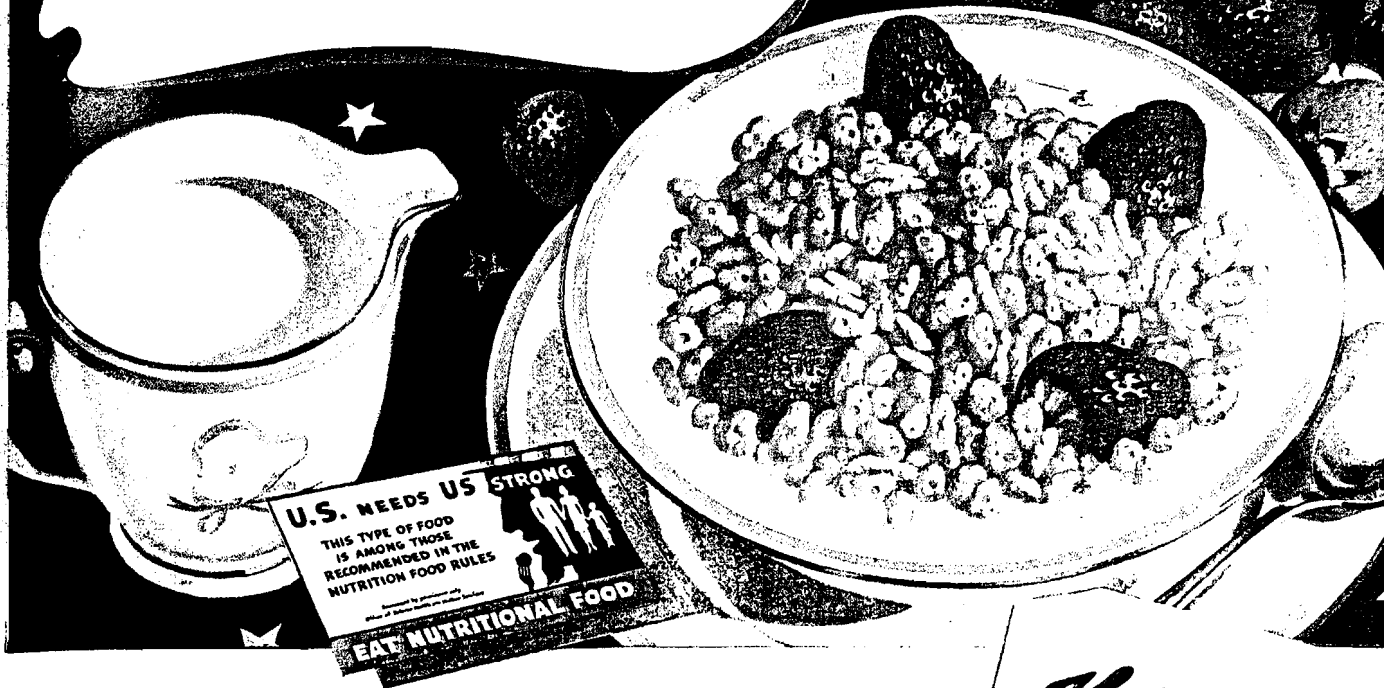


**Right on the beam
for wartime eating!**



*Rice Krispies give you lots of vitamins and minerals. Delicious. Always ready. So **CRISP** they snap! crackle! pop!*

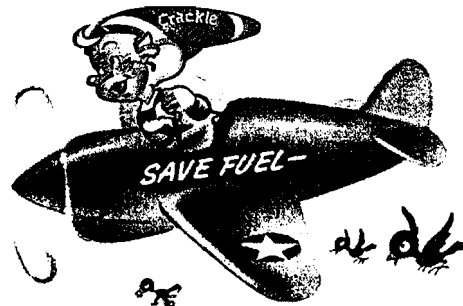
★ America's crispest breakfast favorite takes on added duties these days. Delicious, golden Rice Krispies are the quick, easy way to give the family good nutrition they'll cheer at any meal, any hour. Always ready—they save time, work and fuel. They save other foods, too.

Rice Krispies are rich with whole grain food values in thiamin (Vitamin B₁), niacin and iron. Oven-popped to a crunchy crispness. Toasted to a mellow, golden brown. Rice Krispies boast a flavor that only an exclusive Kellogg recipe can give.

Tomorrow enjoy the lasting crispness of Rice Krispies at breakfast. Hear them snap! crackle! pop! Use these crunchy tempters often—at other meals, too.

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

MADE BY KELLOGG'S IN BATTLE CREEK



Copyright 1943 by Kellogg Company

1943 0373

Tascher, 2002

Shop early in the week to avoid week-end rush and

Ed.
Jim Heimann
Kohn,
Mary

ive
of
tie
ith
sk
his