



## Why the kids all flock to Tommy's house

When Tommy brings the gang home does Mother get beside herself? *Not a bit!* She hands out the Ritz—a jar of jam or peanut butter—and lets the kids dive in. For Tommy's Mother knows what a hit swell-tasting Ritz Crackers make... how boys go for their teasing, tangy flavor, their tempting crisp-crunchiness. She knows, too, Ritz is one of the *easiest*, most wholesome ways of satisfying the between-meal hunger of healthy boys. If you have a youngster at your house, a generous hand with Ritz will make you popular. (And if he's a little older—any age up to 90—it will work just the same!)

*Tommy helps Mother with the marketing—and whenever he buys crackers or cookies he looks for this red Nabisco seal on the package. That's Mother's way, too, of getting the finest in bakery products.*



Handwritten notes: "H.W. 6/1 June 1945"