

# Ry-Krisp

presents

...flattering new color for fall  
...smart plan for figure control



Thomas F. Brigrance, gifted designer of Lord & Taylor.

"Beige and brown are very important in fall fashions and Ry-Krisp is one of the smartest shades of beige being shown. It can be worn with a variety of accessory colors and is extremely flattering to everyone. Important as color is, however, figure control is even more important. A slender woman can easily find becoming styles and can wear more youthful clothes, too. Since the Ry-Krisp plan permits a normal overweight person to lose about seven pounds a month, it really shouldn't be difficult to achieve the slim silhouette that fashion demands."

*Thomas F. Brigrance*

## New Ry-Krisp Wafers are Exciting, too! Smart to serve any time, with any food

Whether you're planning a formal dinner or serve-yourself buffet luncheon, it's smart to serve Ry-Krisp.

The toasty color of new Ry-Krisp catches the eye. The exciting rye flavor brings quick praise from everyone. And the fact that each crisp, dimpled Ry-Krisp wafer has only 23 calories is sure to please weight-watchers.

Made from whole grain, Ry-Krisp has important nutritive value, too — furnishes vitamin B<sub>1</sub> and minerals, provides bulk to help keep you "regular."

Start now to enjoy Ry-Krisp as an every-meal bread. Serve it with soups, salads, fruit juices, cheese and spreads. It's a grand sandwich cracker—each wafer breaks into easy-to-eat squares.

**Try this for lunch:** Open Ry-Krisp sandwiches of cream cheese topped with carrot and pimiento. Closed Ry-Krisp sandwiches of ground boiled ham mixed with hard-cooked egg and catsup. Served with tomato-cucumber salad on lettuce with artichoke hearts, pickles, olives, pickled onions.



Brigrance dress and Sally Victor hat in Ry-Krisp beige. Worn by Kay Hernan, famous Powers' model. Miss Hernan, 5'10" tall, weighs 125 pounds. Her measurements:

Bust 35" Hips 35"  
Waist 25" Thighs 19"

"For a trim, slim figure, try the Ry-Krisp plan" suggests Miss Hernan. Send 1c postal for:

**New Ry-Krisp Reducing Booklet free.** Gives plan for normal overweight person to lose about 7 pounds a month. Address Ry-Krisp, 7311 Checkerboard Square, St. Louis, Mo.

\*Ry-Krisp dresses, suits, coats in Strach fabrics and Ry-Krisp hats by Sally Victor featured at Lord & Taylor, New York and other leading U. S. stores.

*Enjoy Delicious Ry-Krisp as bread at every meal*

At your grocer's in the famous red-and-white checkerboard package

vegetable garden is have tried like the "The Oak and dry, tiful hard so crisp a so far we a cress brook ch have min Choppe butter m spread. A delicious I have better th supposed Virginia a where it c call it " salad." I lukewarm is perfect.

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