



SUNNY WAY TO START YOUR DAY . . .

Muffets for Breakfast!



The *ROUND*
Shredded Wheat

For *extra-toasty, extra-tender*
whole wheat nourishment!



Made for Each Other

Perfect pair! As well matched as Muffets and a cereal bowl. Muffets fit your cereal bowl perfectly because they're round. Even youngsters find Muffets easy to eat. And the whole family discovers new flavor glory in every golden spoonful.

Tender as a Mother's Love

Wonderful *new* tenderness! Golden wheat shredded *extra* fine... then spun to crunchy ribbons. Muffets are *extra* tasty too. *Deep-toasted* golden brown on *every* side. Try this grand new cereal! Day after day, you'll hear the family say, "It's a perfect morning for Muffets!"



IF YOU LIKE SHREDDED WHEAT...YOU'LL *LOVE*

Muffets

THE ROUND SHREDDED WHEAT