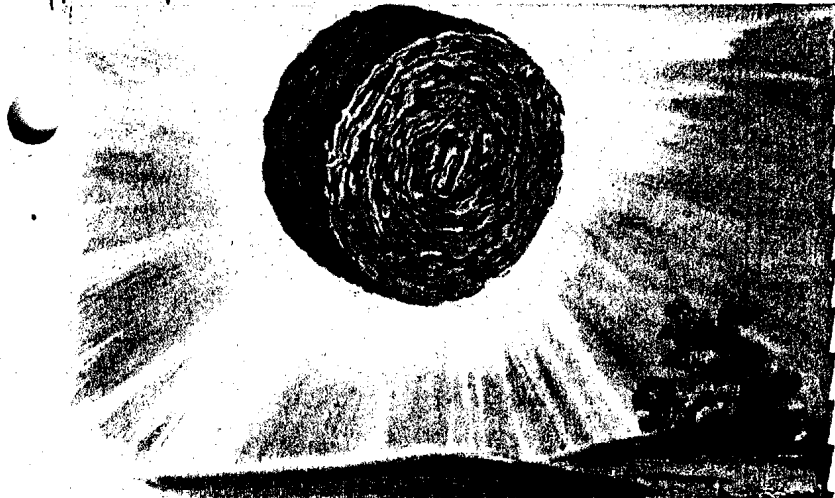


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SUNNY WAY TO START YOUR DAY

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 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

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