

America  
1950

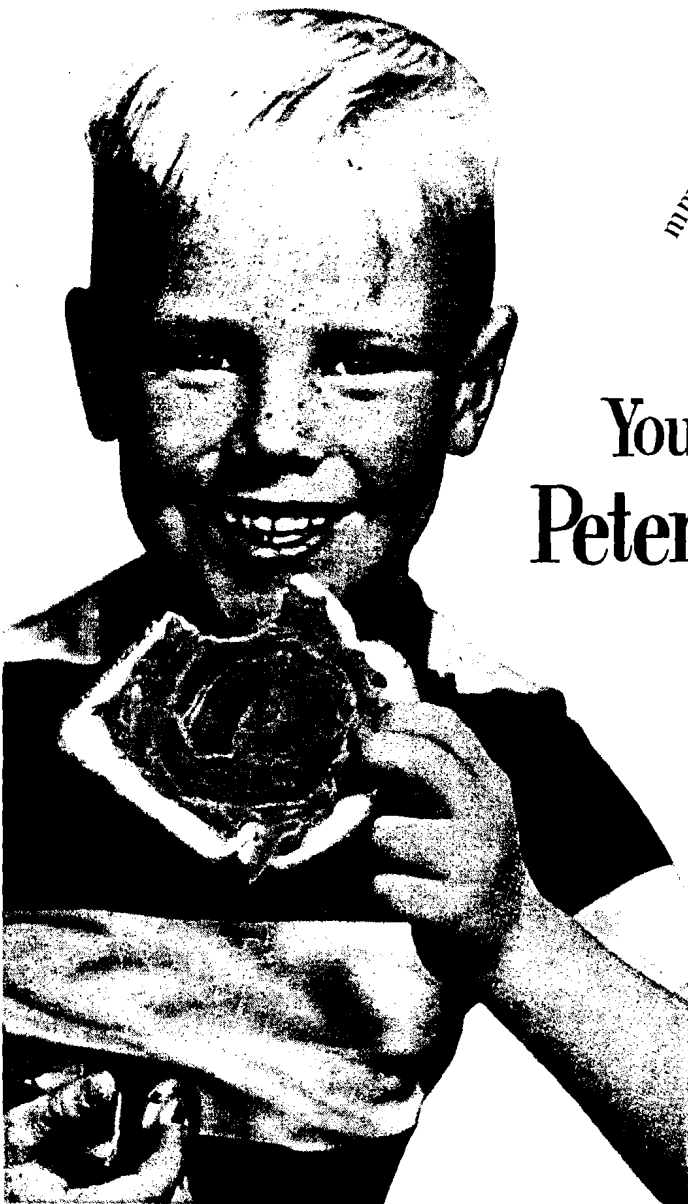
July-Dec

mmm...so fresh and smooth



ah...so smooth and fresh

2nd page  
inside  
cover  
in  
color



# Youngsters prefer Peter Pan Peanut Butter



## Here's Why

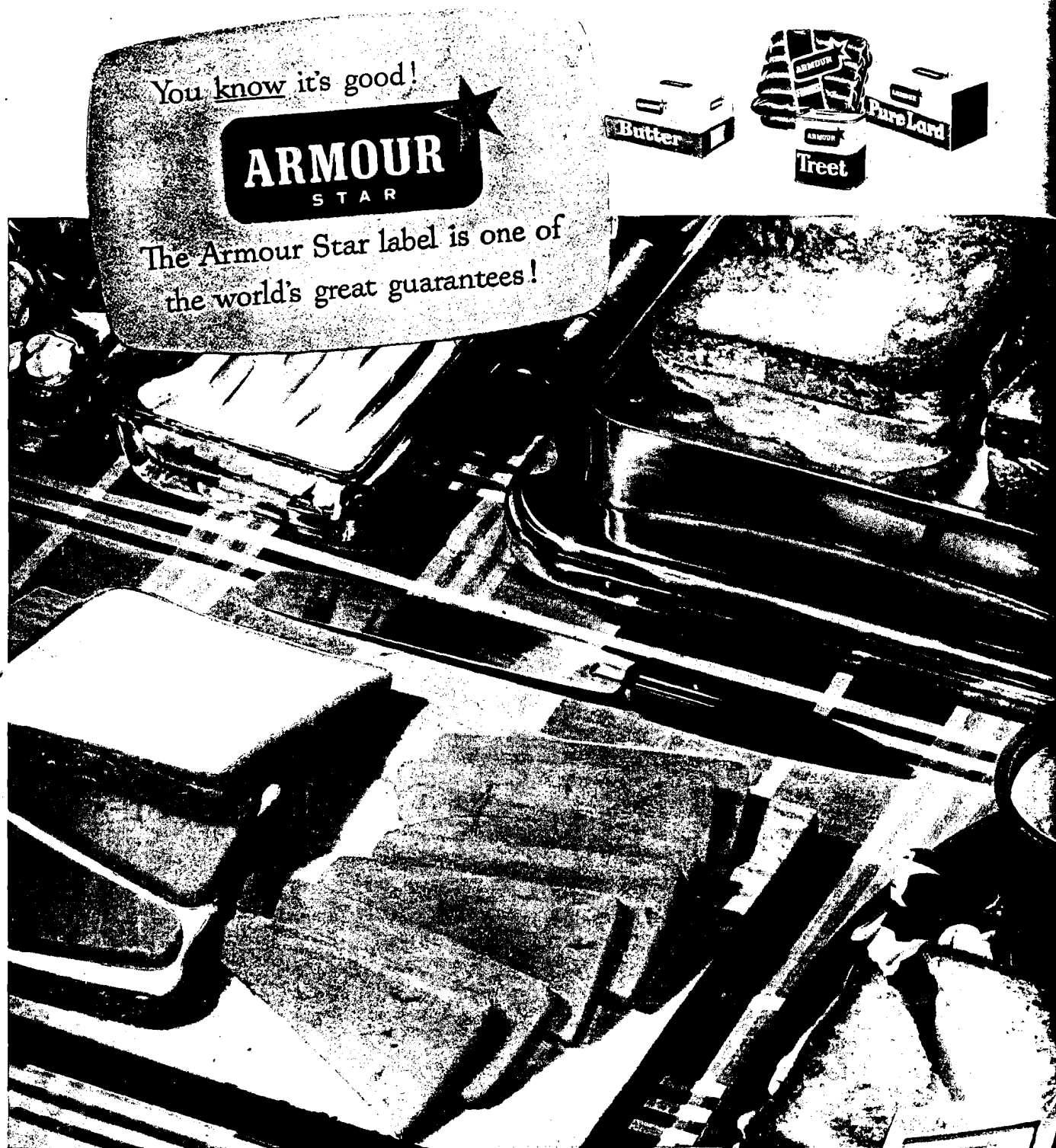
Peter Pan stays fresher and smoother

1. Packed fresher! Just seconds from grinder to jar. None of its delicious just-made flavor is lost!
2. Fresher when you buy it! It's vacuum-sealed to keep all the fresh flavor in. The only leading peanut butter with the vacuum-sealed cap.
3. Stays fresher in your pantry, after you open the jar! The oil never separates—so Peter Pan doesn't get rancid, never gets dry or lumpy. It stays fresh-tasting and smooth—keeps all its energy value and vitamins. No waste—it's smooth and creamy right down to the bottom of the jar!

*It's America's Favorite because  
it's America's Best*

Tune in "Sky King" every other weekday at 5:30  
over your ABC station

Try both kinds of delicious Peter Pan—smooth Peter Pan in the Red Top Jar ● the smoothest peanut butter made . . . and Peter Pan Crunchy Peanut Butter (with crisp peanut bits mixed all through) in the Green Top Jar ● The youngsters love 'em both!



Old-time grilled cheese sandwiches—Miss Wisconsin style!

It takes real full-bodied *natural* cheddar to make a grilled cheese sandwich taste the best. That's the kind of cheese the folks up in the Wisconsin River Country make for you—Miss Wisconsin Cheese that tastes just like those pop 'wheel' of cheese that you've

consin Cheddar Cheese between bread slices—then butter both sides of the sandwich generously. (May we suggest Cloverbloom® Butter?) Place sandwich on preheated grill. Turn and broil until piping hot when the cheese



6/7/52

SEP

not on front cover

look at her waist! Also name of cheese