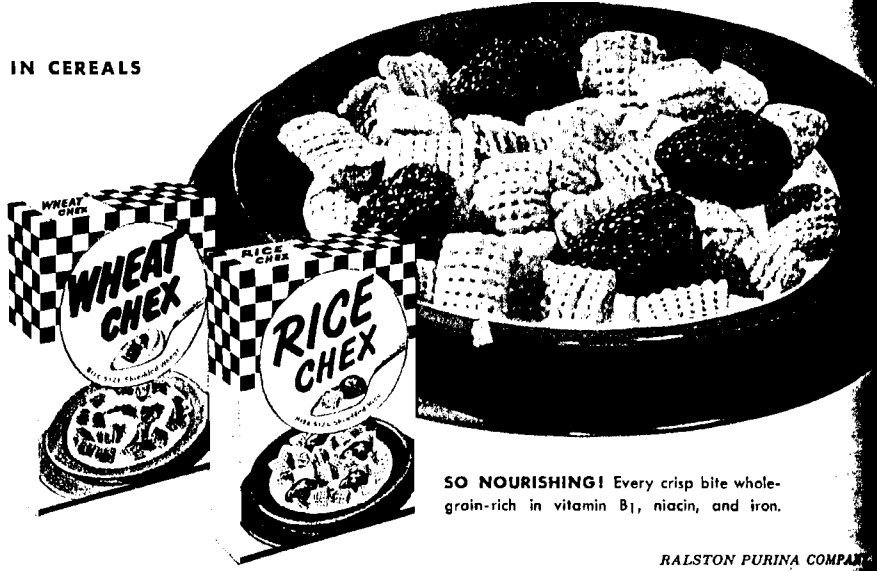


They  
had their  
**BITE SIZE**  
**CHEX**  
today!  
(How about you?)

**THERE IS A DIFFERENCE IN CEREALS**

No other cereal, flaked or puffed, gives you so much honest-to-goodness nourishment in such concentrated Bite Size form. Delicious? Yes. Crisp? Down to the last bite. But best of all is the wonderful ready-for-anything feeling you have after a Bite Size Chex breakfast. Don't miss it. Start tomorrow.



**SO NOURISHING!** Every crisp bite whole-grain-rich in vitamin B<sub>1</sub>, niacin, and iron.

RALSTON PURINA COMPANY

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