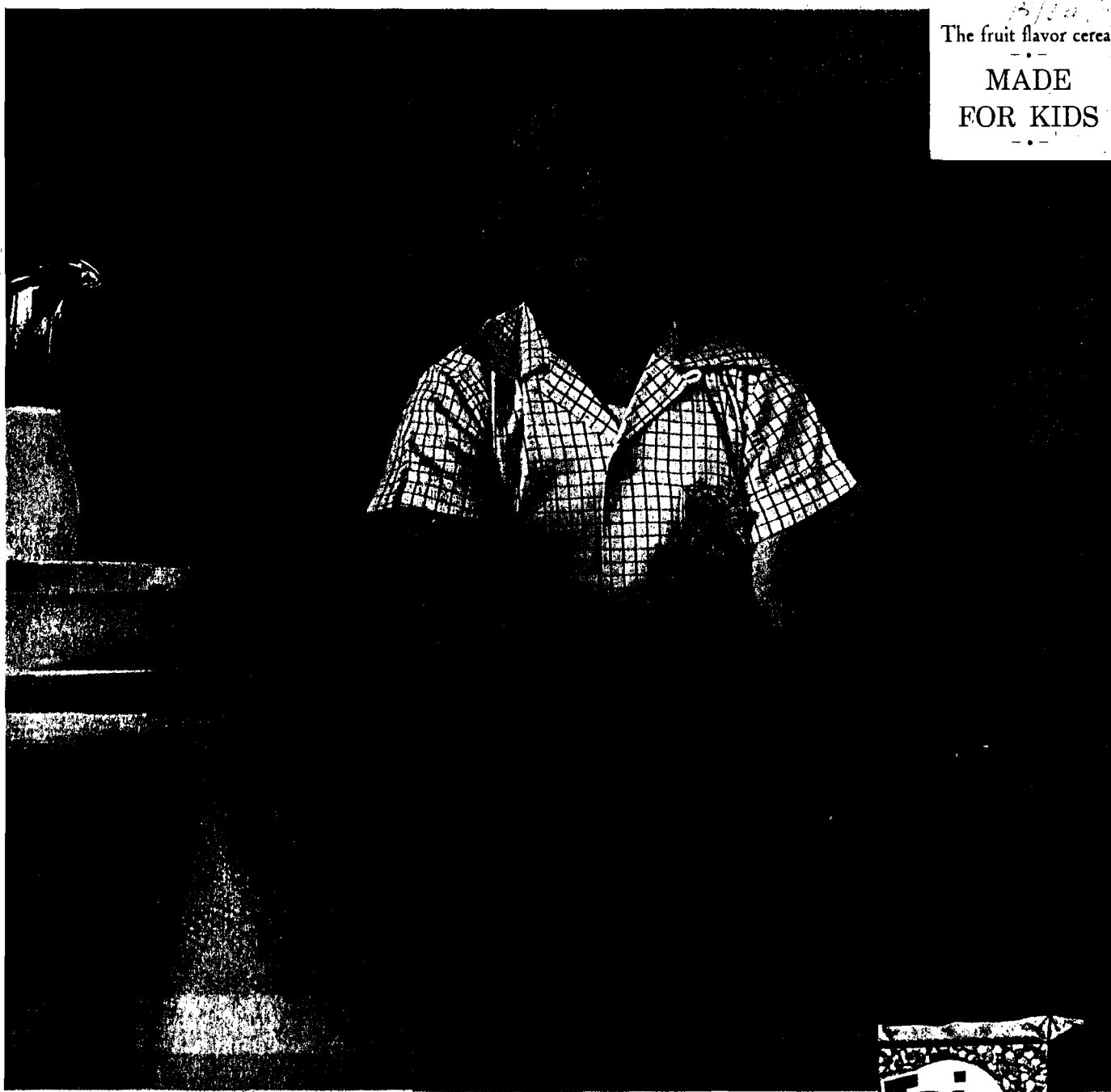


The fruit flavor cereal

MADE
FOR KIDS

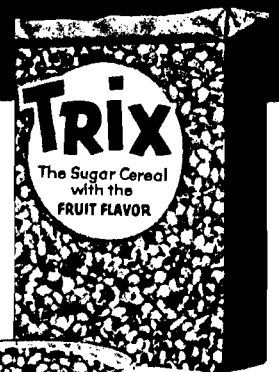


Rugged individualist

-logic won't work but Trix will!

Let's face it — junior executive tastes are governed more by sweet tooth than sweet reason — more by eye appeal than logic. Which leads us directly to crisp, corn-puff Trix, the cereal with the bright fruit colors and sweet fruit flavor.

Kids eat 'em because they like 'em. They couldn't care less that this good corn cereal has nourishment they need for busy mornings. That's your secret: Kid-engineered Trix, with more of the things that make good breakfasts fun for kids! Try 'em tomorrow, Mom, and revel in the new sense of power they give you.



Fruit flavor, fruit colors, too!

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