

15/20
Camp Ads 1952

Mills



When a woman's five, she needs love— *and a little applied psychology*

You needn't be grown-up to think breakfast is a pretty ghastly meal some mornings. Even five-year-old young ladies need the fruit colors and fruit flavor of corn-puff Trix to change their morning outlook from grim to gay.

Kids kind of fall in love with Trix: The way its bright fruit colors wink up at you through the milk; the way its sparkly fruit flavor keeps demanding another spoonful, right down to bowl bottom. That's why Trix were born. To make good grain nourishment fun again.

MOM NOTE: How do you know what Trix can do, till you pour some?

The fruit flavor cereal



**MADE
FOR KIDS**

INFOR.
CENTER

Gd Hkg J

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