

July 1966. 21.12



**"What's a mother to do...
about vitamins...with a son
who forgets it's lunchtime
whenever it snows?"**



Serve "total"...the only
leading cereal with a whole
day's vitamin supply.

One bowl (1 1/2 cups) of "total" cereal
provides 100% of the minimum daily adult vitamin requirement.
Enjoy "total" every day. Feel vitamin-safe all day.



1/13
11/12