

Yippie! A terrific roast beef tastin' cracker. No other like it. Brand new Tang-O Chips. A man's cracker that women will love. So hearty you can snack 'em up plain. And great with dips because they're cracker- firm. Go get the brand. Tang-O Chips. Now from Nabisco!

Nabisco, 1963



Sunshine Krispy, 1960



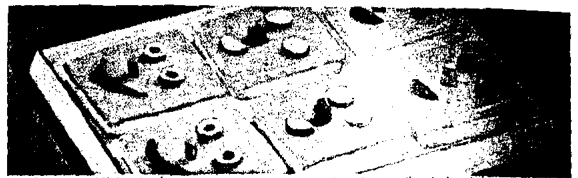
Chinese dinner (It for a Ming!) Famous specialties: pineapple roast duckling with gingered kamquats. And wouldn't you know...the crackers are Ritz. Distinctively delicious Ritz! Each reclosable Slack Pack wrapping. Fully sealed and moisture-proof, keeps Ritz delectably crisp. For freshness...pick Ritz!

NOTHING FITS ANY OCCASION LIKE RITZ!



Nabisco, 1962

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Just 2 ounces of Velveeta give your youngsters more milk protein—more calcium—more phosphorus—no starch riboflavin—and more Vitamin A—than a big 8-ounce glass of fresh, whole milk. What a fine answer Velveeta pasteurized process cheese spread is to those "I-want-a-snack" pleas! (To make the happy "focac" above, put Velveeta slices on bread or crackers, heat until melted and dress with one of pickle, sliced radishes, carrots, or what have you! And you, Mother, may be happy to hear that Velveeta's extra wholesome comes from the wonderful part of the milk. Velveeta and fruit make a splendid snack for you, particularly if you have to watch the scale.

HOW VELVEETA CAN HELP YOU IN

THE BIG JOB OF BEING A MOTHER



VELVEETA by KRAFT

is full of health from milk—extra good for youngsters and young mothers

Velveeta, 1961

▶ Nabisco Ritz, 1968