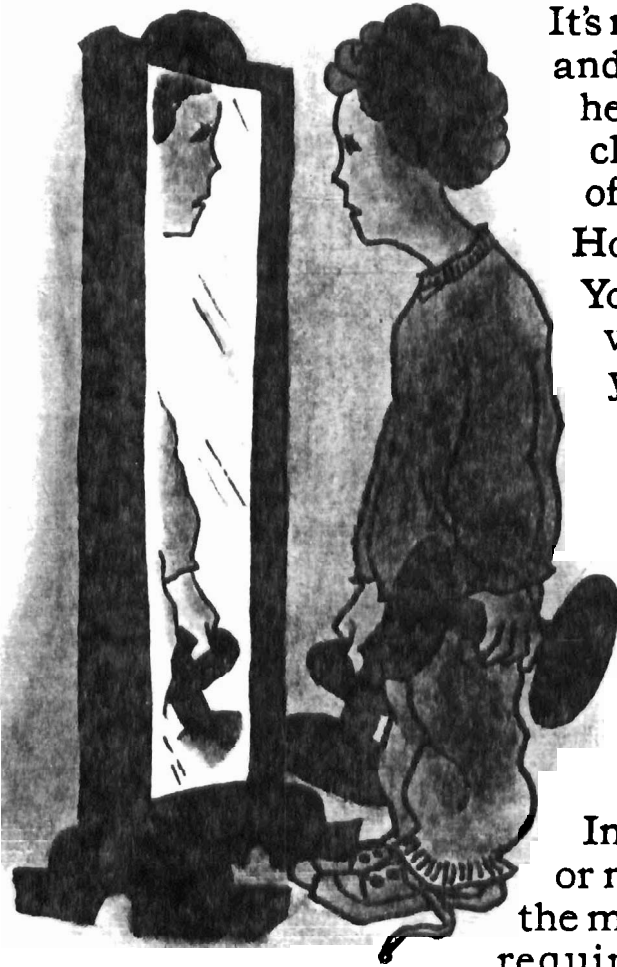


There's more to watching your weight than meets the eye.



It's not just a question of inches and chins and forbidden foods. Even though you've held back the tide of rising poundage, a closer look may reveal a dramatic loss of vitality.

How did that happen?

You see, many of the foods you try to do without contain important vitamins you can't do without.

So what can you do? Eat more and sacrifice the waistline? "Never," you say. And right you are.

A good way to make sure you're getting all these vitamins is to eat 'TOTAL' cereals. Both original and new Corn 'TOTAL' have more vitamins than any other cereals, plus iron, to help you feel fit.

In fact, each delicious ounce of original or new Corn 'TOTAL' gives you 100% of the minimum daily adult vitamin and iron requirements. Sure, watch your weight.

Everyone should look good. But also live right, eat right, and let 'TOTAL' cereals watch your vitamins. Because everyone should feel good, too.

'TOTAL' watches your vitamins while you watch your weight

