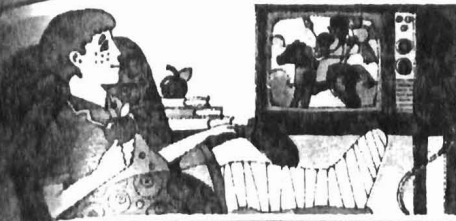


Give a Sandwich a Chance



KRAFT QUIETLY COUNSELS
9 TREATS FOR YOUR SON WHO IS HOME
WITH A BROKEN LEG BUT FEELS FINE

Because a sandwich is versatile, it can do many things. With cheese it is colorful, flavorful, exciting. With Kraft American Singles it's nutritious and easy. It can be a full meal or a love snack. It can be a lot of fun. Here's how.

1. The first rule in sandwich making is—if you like it, include it. Included in this

sandwich is everything a boy likes—hot dog, coleslaw and an American Single.

2. Use a cookie cutter to make unusually-shaped white bread sandwiches—star, heart or animal-shaped.

3. Instead of the usual three meals a day, why not give your shut-in five or six to break the monotony. For in-between meals, a sandwich made with American Singles pasteurized process cheese food is perfect. Those individually-wrapped slices are easy to use—even six times a day—because there's no rewrapping. For added variety, they come in Swiss, Pimento and Salami flavors, too.

4. Cover a checkerboard with plastic wrap and use it as a tray for lunch.

5. Serve cheeseburgers with a happy face—pimento strip for the mouth, sliced olives for the eyes.

6. Indoor cookouts are fun

for everybody. Wrap a cold cuts and Singles sandwich in foil, heat it, then serve it hot and melty right in the foil. Remember that Singles melt faster than other slices, so this sandwich is quite a quickie.

7. Serve lunch in a lunch-box or wrapped in a knapsack.

8. Try a pizza sandwich for a quick treat. Split an English muffin and spread with catsup, sprinkle with oregano, and top with an American Single. Slide it under the broiler until the cheese food melts.

9. At each meal slip something into the napkin—a get-well card, a dime, a little toy, a comic book.

