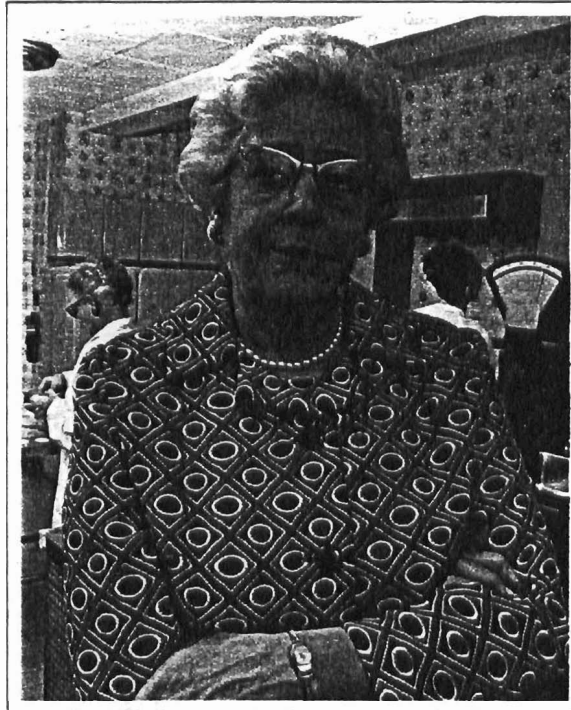


If some cost-cutting whiz kid tries to fiddle with our Macaroni and Cheese, he'll have to tangle with Miss Sampson.



Not that Morton is full of cost-cutting whiz kids, or anything.

But every now and then, even the noblest of souls might bend enough to want to save a little money.

Even, gasp, at the cost of trimming one of our best recipes.

For that awful eventuality, there's Barbara Sampson, Morton's head of Home Economics.

Her job is to see that you can't buy better frozen food anywhere, for anywhere near the money.

Barbara Sampson, Superchef.

Not only is she a gourmet cook, but a nutrition expert who really loves food.

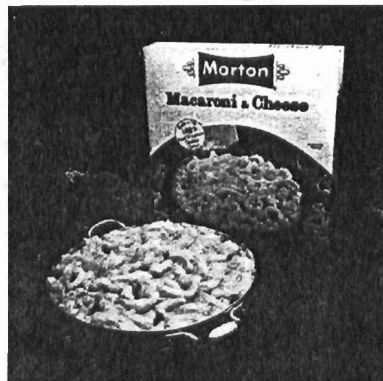
And what food lover worth her casserole dish would serve anybody anything less than the best.

In fact, in 1959 she was in charge of the cooking at the American Pavilion in Moscow, scene of the famous Nixon-Khrushchev "Kitchen-Debate."

And one of her favorites from our kitchen is our Macaroni & Cheese Casserole.

100% Aged Wisconsin Cheddar & Durum Wheat Semolina.

First of all, we use 100% Wisconsin Cheddar, the best in the business. The only thing that makes it better is aging. And we do that for at least eight months—five months longer than the government minimum for aged cheese.



And our Macaroni's pure, 100% Durum Wheat Semolina. That's as good as can be, too.

Your Taster, Our President.

We believe that the best way to make the best food is to feed it to our



management. Every Wednesday. So our president can compare our stuff and our competitor's stuff and see how we're doing.

Almost like a contest.

So far, our Macaroni & Cheese has never lost. And thanks to our unwavering recipe, it's easy to see why.

So How Come We Cost Less?

Sure, our foods usually cost less than our biggest competitor's, but we think there are some pretty good reasons why.

We've worked out ways of cooking a lot of food and keeping up quality.

We've worked hard at getting the best ingredients in bulk, for the least money.

And to tell the truth, we probably don't make as big a profit.

So why not try Morton Macaroni & Cheese. And while you're at it, test-eat all our Morton products, like Chicken in a Basket and our Chicken 'n' Dumplings Dinner.

We'd like you to get to know Barbara Sampson, and all the folks at Morton, who care a lot about the things they cook. Because with people like them working for us, you don't have to cook to care.

Morton

You Don't Have to Cook to Care.