

pl09 LHS 6/80

Introducing...^{80K} NEW Sesame RyKrisp. snack crackers

New RyKrisp® — the whole grain rye snack cracker — is lighter than ever and infused with the spirited flavor of whole sesame seeds. For an uplifting taste sensation, try New Sesame RyKrisp... the whole sesame seed snack cracker that's light and tasty. Use the coupon on this page... and open sesame!



15¢ STORE COUPON 15¢

SAVE 15¢
on your next purchase
of NEW Sesame

RyKrisp
snack crackers



TO THE CONSUMER: Caution! Please don't embarrass your Retailer by asking him to redeem coupons without making the required purchase. He must redeem coupons properly to get his money back. Remember, coupons are good only on the brands called for. Any other use constitutes fraud. Please don't request coupons that have expired.
RETAILER: For payment of face value, plus 5¢ handling, send to Pullman-Purina Company, P.O. Box 611, Bolivar, Kansas 67222. Coupon will be paid only if presented by a retailer of our merchandise or a cleaning house approved by us and acting for and at the risk of the retailer. Retailer must submit on request invoice proving purchases of sufficient stock within normal redemption cycles to cover the merchandising program represented by coupons presented for redemption. This coupon is nontransferable, nonassignable, nonreproducible and any sales tax must be paid by customer. Offer good only in U.S.A., A.P.O.'s, P.O.'s and void where prohibited, taxed, or otherwise restricted. Cash redemption value 1/20 of 1¢.
LIMIT ONE COUPON PER PURCHASE OF ONE BOX SESAME RYKRISP SNACK CRACKERS. ANY USE NOT CONSISTENT WITH THESE TERMS CONSTITUTES FRAUD AND MAY VOID ALL COUPONS SUBMITTED FOR REDEMPTION.

82C 82¢ Coupon expires March 31, 1981