

"I'M THINKING ABOUT IT."

As more and more people are beginning to find themselves ready for the unusually satisfying taste of Wasa Crispbread, we can't help but wonder about the rest of you.

Could it be you just don't know what to make of Wasa?

After all, Wasa is not only healthy but considerably more versatile than ordinary crackers; it's clearly crunchier and lower in calories than soft bread; it's even an excellent source of natural fiber—an important health consideration these days.

And there is certainly no end to a Wasa's uses—whether it's an early morning breakfast with butter or jam, a light lunch with chicken or tuna salad or a late night snack alone or with cheese, Wasa Crispbread is tasty, healthful and satisfying.

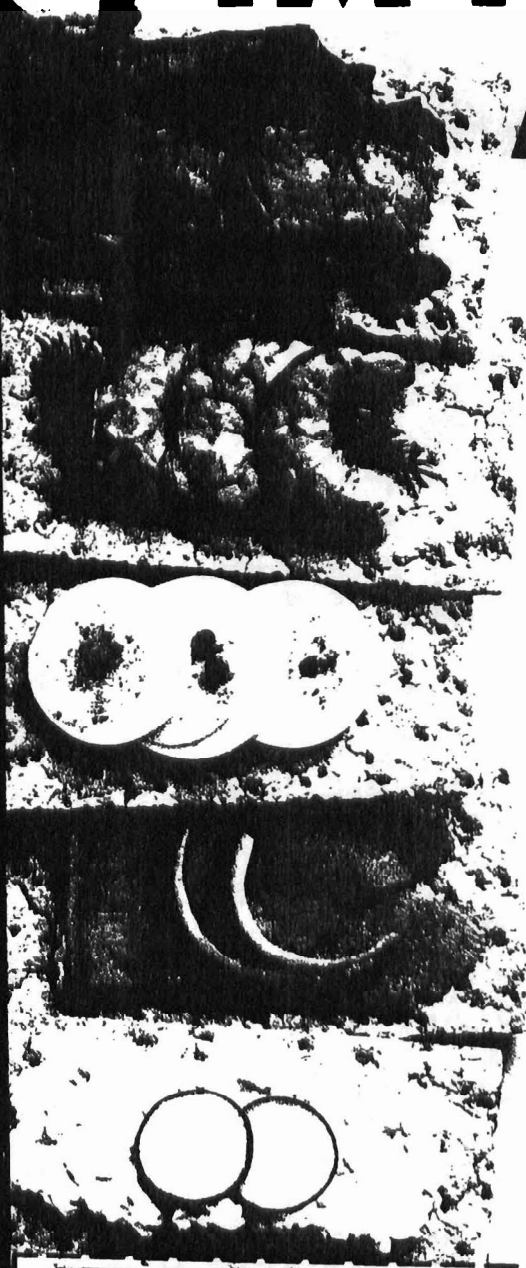
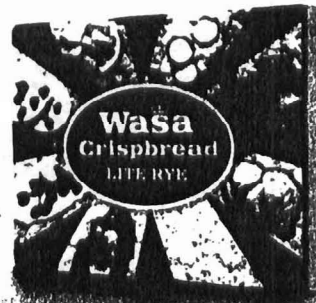
It's no wonder we're developing a loyal and steadfast following. Of course, Wasa isn't exactly jumping off the shelves, you understand. There's no shortage of folks who continue to resist trying something that is (admittedly) a little different, a touch unusual.

But we do understand. And we don't want to rush you.

So look, when you're ready (whenever that may be), you'll find a fresh selection of Wasa Lite Rye, Breakfast, Golden Rye, Sesame Wheat, Fiber Plus, Hearty Rye and Savory Sesame Crispbread in the store waiting for you.

For some of you, we figure we could be in for a long wait.

SOME PEOPLE MAY NEVER BE READY FOR WASA CRISPBREAD.



Manufacturer's Coupon Expiration Date Sept. 30, 1987

"THIS HELPS A LOT!"

SAVE 25¢

ON WASA CRISPBREAD

Good on 10¢ coupon to Wasa, P.O. Box 4584, Chicago, IL 60640-052734. You will be reimbursed with 25¢ value plus 1¢ handling per product specified. Any other use may constitute fraud and is prohibited. Designated, reproduced, taxed, levied, restricted, or prohibited by law. Proof of purchase may be required. Only USA Wasa retailers may submit. Consumer pays any tax. Cash value 10¢. One coupon per purchase.

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