

Our vitamins can get your chips invited to dinner.

Snacks and chips can become as socially acceptable as spinach, carrots, corn, peas, beans and other vegetables.

First, fortify your product with appropriate amounts of the eight basic vitamins A, C, E, B₁, B₂, B₆, B₁₂, and niacin. Pound for pound, your chips will provide more nutrition than many of the foods mothers traditionally include in their menus.

Then promote your brand as a tasty source of nutrition. One that children will eat

without being coaxed or bribed or threatened. It could make your product an important part of any shopping list.

There's a sound and economical way to fortify snacks. It's based on the product's caloric-density. We'll be happy to show how it can help you build a market for your fortified snacks and chips. Call or write John Gage, Marketing Manager — Food Nutrition, Hoffmann-La Roche Inc., Nutley, New Jersey 07110. (201) 235-2436.

The **ROCHE**
food improvers

