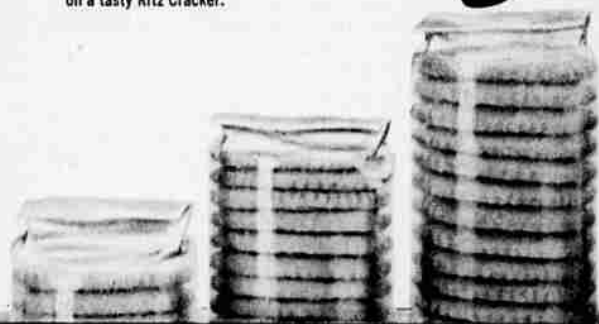




CRISP
as can be
in the new
Stack Pack!



Savory! A bit of bleu cheese on a tasty Ritz Cracker.



Reclosable
packets keep Ritz
fresher...
handier to serve...
with less breakage.
And Ritz stay
everlastingly crisp!



Simple! A slice of pimiento-filled olive on Swiss and Ritz.



Sophisticated! Red caviar on a bed of cream cheese.

NATIONAL BISCUIT COMPANY®

Invest (Continued)



ment over three months is the same, no matter which schedule you're using. But the broker's commission on the \$300 quarterly investment is \$7.84 while that on three monthly \$100 investments totals about \$17.

How long are you "in for"?

For as long as you like. MIP is more economical on a long-term basis than on a short-term one, but you can sell your stock and drop out of MIP any time you wish. (Don't forget that there's a broker's commission on the sale of your stock.) From time to time, you may find that you can't make your regular payment. That's all right: the broker won't cancel your MIP program as long as you show real interest in the plan.

When do you get your stock?

When you've purchased 50 shares, you get your stock certificates. If you want your stock certificates after your investment equals at least one share, the broker will charge you \$1.

When do you get your dividends?

Just as soon as they are paid by the company whose stock you own. You can have them sent to you or have them reinvested automatically.

Can you get more than one stock?

Yes. You buy only one stock per plan, but you can have two or more plans going simultaneously.

Who decides how to vote your stock?

You do. Your full shares of stock will be voted in strict accordance with your written instructions.

What record will you have of your purchases?

After each purchase, you will be mailed a receipt for your money and a statement showing the number of shares you bought, the price, the commission paid, and the total number of shares at that time.

What happens in a recession?

The value of the stock you own can go down. However, this also means that you can buy more shares of the same stock with each payment. Thus, assuming the stock goes up again—in line with the long-term trend of the stock market—you'll have more shares of stock bought at a lower cost.

The number of people investing through MIP continues to grow. An average of 145 new plans are opened every day, while well over 2½ million shares of stock already have been purchased by MIP families throughout the nation.

On the whole, investing in the stock market has become so easy through MIP that, in a sense, the practice has even seeped through the Iron Curtain. Three years ago, a stock broker was startled to get an MIP account from the heartland of Communism: Moscow. The purchaser was a young woman who was then a State Department disbursing officer at the U.S. Embassy in Moscow where, she said, "a foreign-service officer doesn't find too much to spend money on." Obviously not impressed with life in Communism's "people's democracy," she used her savings on the obvious alternative: buying shares in America's "people's capitalism."

Want to Know More About MIP?

If you would like additional information about the Monthly Investment Plan, at no cost or obligation, write to Dept. FW, New York Stock Exchange, New York 5, N. Y.