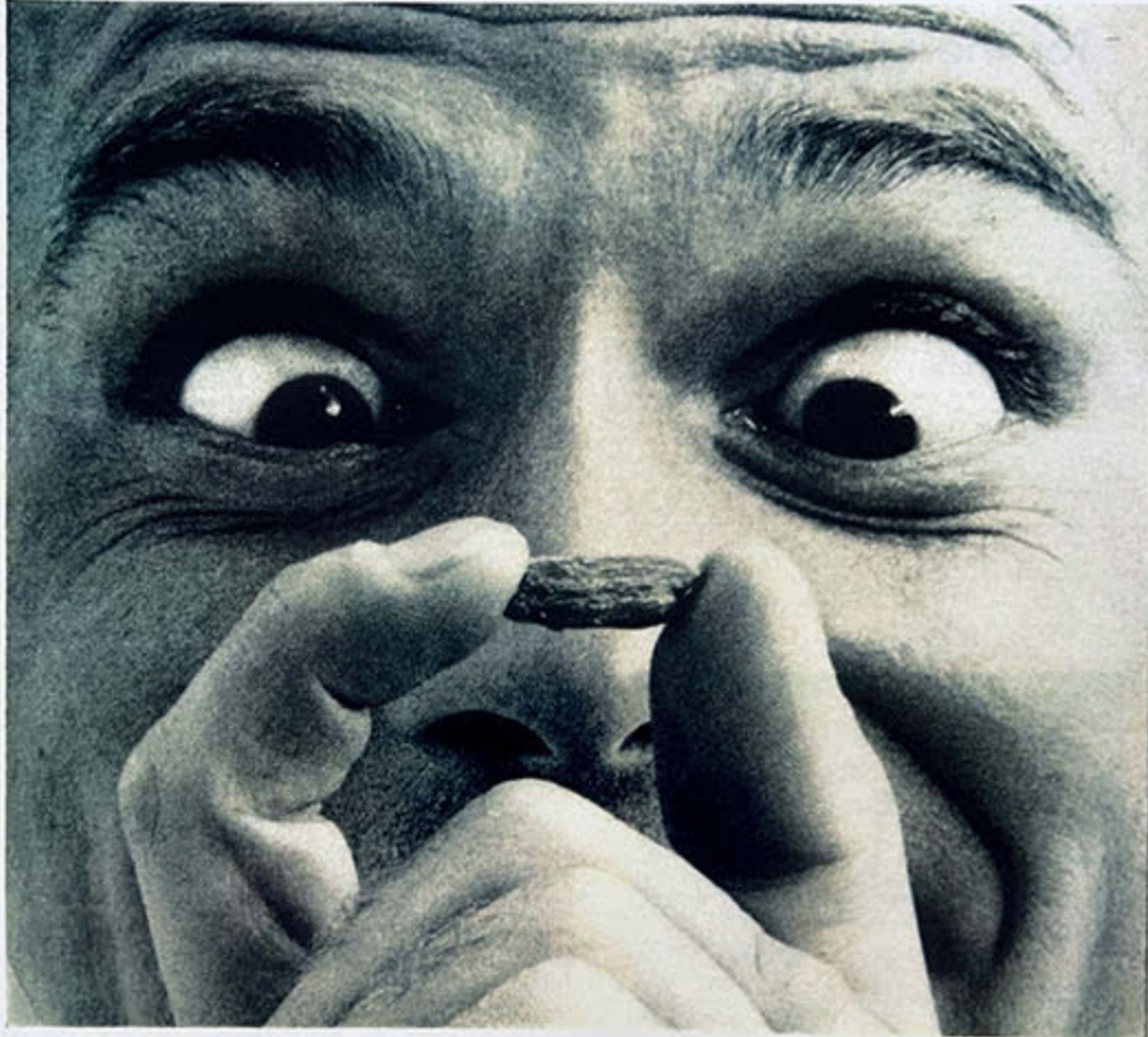




DRY ROASTED PEANUT INVENTED IN FRANKLIN

Amazing new peanut?



Real roasted flavor! New taste! Non-greasy!

You have probably met a lot of nuts in your life. But never a palate-pleasing peanut like the Franklin.

Only Franklin's dry-roasting process gives you such lip-smacking peanut flavor. Frantic flavor, we call it. Dry-roasting uses no oils or fats. (Franklin hasn't greased a palm yet.) Fewer calories, too. Go nuts to-

night. Flip a few tasty Franklin Peanuts into your mouth. Try them at party or snack time. After you eat just a few, you'll know that other nuts are for the squirrels.

FRANKLIN
the peanut for people



In the 1940's and 50's, Samuel Buel Slade, grandson of Dr. Julian Buel, developed the first dry roasted peanut. His business was called Franklin Foods Incorporated and the dry roasted peanut was invented in a shed behind the family home.

A group of Franklin men bought the small business from Sam Slade and formed a company to market it nationally. The "Royal Gem Peanuts with no Grease" were sold to Chicago, Seattle and San Francisco in prestigious stores.

