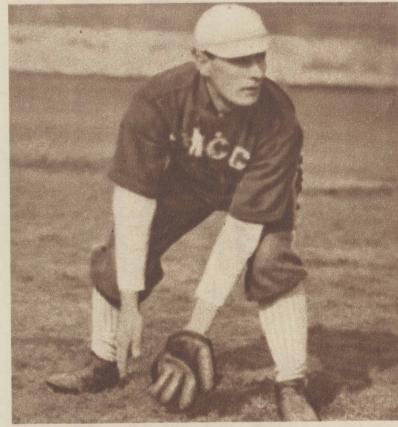
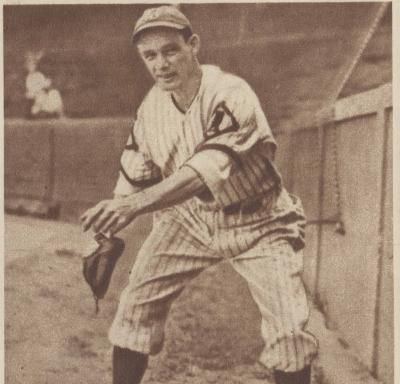
They Would Have Been Roto Pictures

In Their Day



FIELDER ALLISON JONES, whose first name was not a nickname, as many fans thought, joined the White Sox in 1900, managed from 1904 to 1908. Under the regime of this shrewd outfielder the Sox finished third three times, second once, first once. In 1906 he led the club to world series victory over the Cubs and didn't have a .300 hitter on the team.



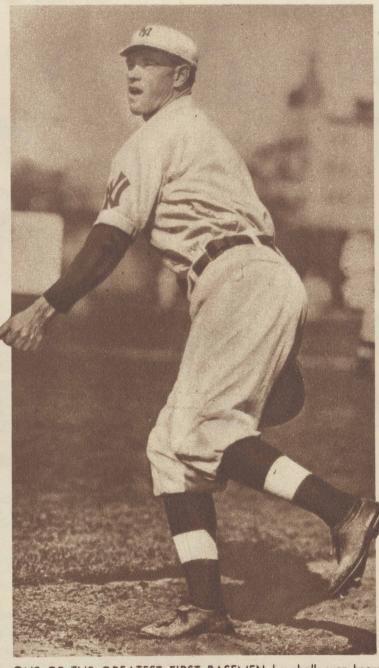
AMONG THE GREAT SOUTHPAW PITCHERS of all time was Rube Marquard. In 1911 he pitched nineteen consecutive victories for the New York Giants. He had one no-hit victory, in 1915. Won twenty-four games in 1911, twenty-six in 1912, twenty-three in 1913. In each of those seasons the Giants captured a pennant.



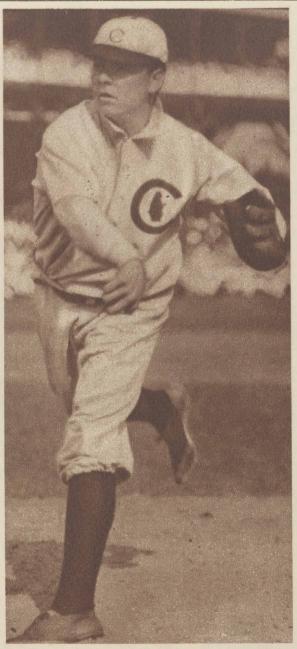
MADE BY THE MAKERS OF RALEIGH AND KOOL CIGARETTES



JOHN FRANKLIN BAKER of the Philadelphia Athletics batted out nine home runs during the 1911 championship season, followed with two against the Giants in the world series. For those days, that was a sensation. From then on, he was "Home Run" Baker.



ONE OF THE GREATEST FIRST BASEMEN baseball ever knew was Hal Chase. His first major league experience was in 1903 with the New York Yankees, of whom he became manager for one season in 1911. Six years later he was traded to the Chicago White Sox.



ONE OF THE IMMORTALS of Frank Chance's old Cubs was Mordecai (Three Fingered) Brown. He pitched for the Cubs from 1904 to 1912, when he was sold to Cincinnati. Six seasons in a row he won more than twenty games for "the Peerless Leader."

"RADIANT VITALITY

THAT'S WHAT MAKES WOMEN TRULY ALLURING!"

SAYS ISABEL JEWELL NOW FEATURED IN "LOST HORIZON"

FOLLOW THE WONDER BREAD "VITALITY PLAN". . . SEE HOW IT HELPS YOU REGAIN YOUR NATURAL CHARM AND ALLURE!



YOU SEE WONDER BREAD GIVES
YOU VITAL ENERGY — QUICKLY.
IT'S MADE ONLY OF FINE
INGREDIENTS. AND SLO-BAKED
TO MAKE IT MORE QUICKLY AND
MORE COMPLETELY DIGESTIBLE.

THAT SOUNDS
GRAND, FREDA,
I'M GOING TO
START TODAY.

NOTHING OF THE KIND! YOU EAT
THE KIND OF FOODS YOU REALLY
ENJOY BUT CUT DOWN ON THE
HEAVY THINGS THAT SLOW YOU
HEAVY THINGS THAT SLOW YOU
HEAVY THINGS THAT SLOW WITH
EVERY MEAL.

OH-ANOTHER
TRICK DIET,
I SUPPOSE

I SUPPO

LET'S STOP AND
GET SOME
WONDER BREAD
RIGHT NOW.

GOOD IDEA. AND I KNOW
A STORE WHERE THEY'RE
MAKING THE 1-2-3 TEST. I
WANT YOU TO MAKE IT TOO
BECAUSE IT CERTAINLY
PROVED TO ME THAT
WONDER BREAD IS THE
BEST BREAD THAT I CAN
SERVE MY FAMILY.

84 out of every 100 women who compare Wonder Bread with other breads in this 1-2-3 store test, say..."WONDER BREAD IS BEST"



CONTINENTAL BAKING CO., INC

TUNE IN!

PRETTY KITTY KELLY

Mon., Tues., Wed., Thurs., Fri.

Station WBBM, 12:15 P.M., C.D.S.T.

Note the tenderer crust, the pure, snowywhite color of Wonder Bread. Then rub your fingers over a slice. Note how smooth, close-knit and slightly moist it is. No holes, lumps or imperfections. Then—compare with any other bread.



Hold a slice of Wonder Bread close to your nose. And note that appetizing "wheaty" fragrance . . . so fresh and clean. Your nose, too, can tell you the remarkable difference between Wonder Bread and any other kind.



Then—taste a bite of Wonder Bread slowly. Let it linger in your mouth... so that you get all its delicious full-flavored goodness. Compare the slobaked flavor the Wonder Bakers have spent a fortune to bring you.