

"Yes!...say a million mothers...the NEW WONDER BREAD is best for your children!"

**Richer in body-building proteins and minerals,
higher in food value . . .**

easier to digest than ordinary bread

NEVER in history has any bread been so thoroughly tested or so eagerly accepted as the new Wonder Bread. A million mothers now give their children the extra benefits of this better bread every day—for every meal. They agree that Wonder Bread fulfills every promise made for it.

Get a loaf today, and you will see why mothers write such letters as this: "I'm glad I accepted your offer to prove that Wonder Bread is best for children. My boy likes it better than the bread I had been serving, and I know he gets much more benefit from it. It's more perfect in texture and richer in flavor than I thought bread could be . . . and it stays fresh days longer."

We believe this is the finest bread anyone ever baked, because we have done everything possible to make it so. The ingredients alone cost 17% extra. The flour is the one best of 24 kinds . . . flour from the very heart of the wheat berry, richer in the energy and nourishment your children need.

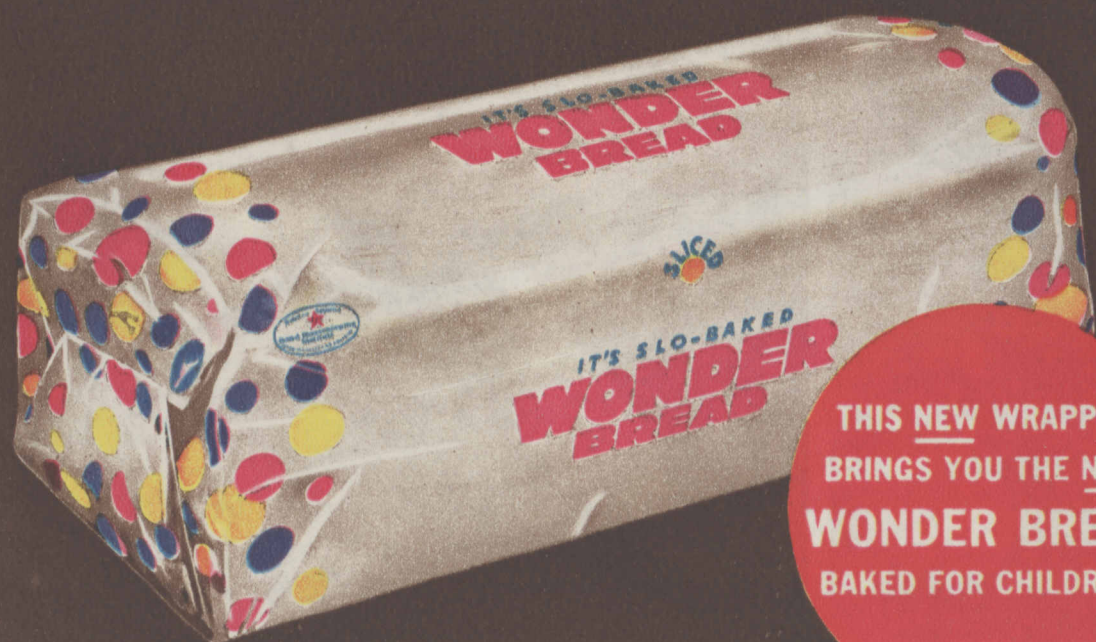
Lively, growing youngsters require plenty of milk proteins and

milk minerals. The new Wonder Bread brings your children this extra benefit in far greater quantity than ordinary bread.

And children get this extra goodness quicker from Wonder Bread . . . for tests prove that slo-baking makes Wonder Bread much easier to digest than fast-baked bread.

Take the word of a million mothers. Better still, prove to your own satisfaction that Wonder Bread is best for your children. Serve it for 30 days, and see how it benefits them. Remember: in spite of its extra goodness, Wonder Bread costs you nothing extra. Look for Wonder Bread in the new airtight wrapper with the familiar red, yellow and blue balloons.

The Happy Wonder Bakers
CONTINENTAL BAKING CO.
(Incorporated)



**THIS NEW WRAPPER
BRINGS YOU THE NEW
WONDER BREAD
BAKED FOR CHILDREN!**

