

Easier for little stomachs to digest! NEW WONDER BREAD

*is best for
your children!*

Actual tests prove what a million mothers already knew . . . Wonder Bread brings children extra benefits that no ordinary bread can offer

AS A MOTHER you probably know how important it is for children to have food that digests quickly and easily. Today your grocer has a bread that fulfills this vital requirement completely. Actual tests prove that slo-baking makes the new Wonder Bread far easier to digest than ordinary fast-baked bread. Your children will get its extra benefits quicker and easier.

And this is only one of the ways in which Wonder Bread is better for your children than any bread you have previously served. It's so tender and delicious that children gladly eat it plain. It's richer in nourishment and energy, and here's why:

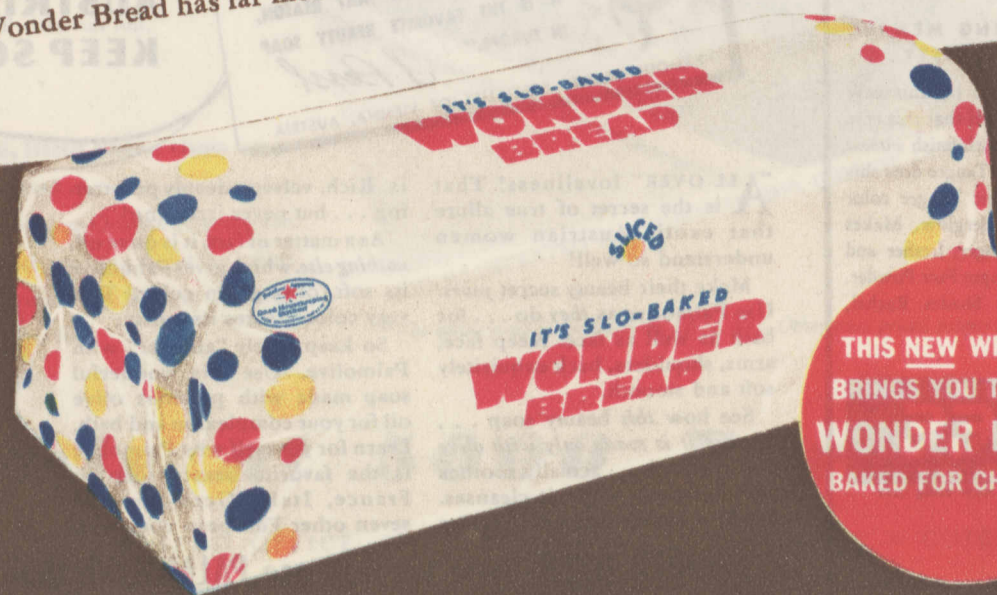
Only the ingredients that are best for your children go into Wonder Bread. Growing children need plenty of milk proteins and milk minerals to build sturdy bone and muscle. The new Wonder Bread has far more of this essen-

tial benefit than ordinary bread—a good reason why you should insist upon it for your children.

Flour is another good example. There are 24 kinds to choose from and we select only the one best—the one that's richest in nourishment and energy—pure heart-of-the-wheat-berry flour. For such ingredients we gladly pay 17% extra.

This advertisement is important to your children's health and happiness. Remember it, please, the next time you go to your grocer's. Ask for the new Wonder Bread. Serve it for 30 days, and let it prove what it can do to help your children! Look for Wonder Bread in the new airtight wrapper with the red, yellow and blue balloons, at your grocer's.

The Happy Wonder Bakers
CONTINENTAL BAKING CO.
(Incorporated)



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

