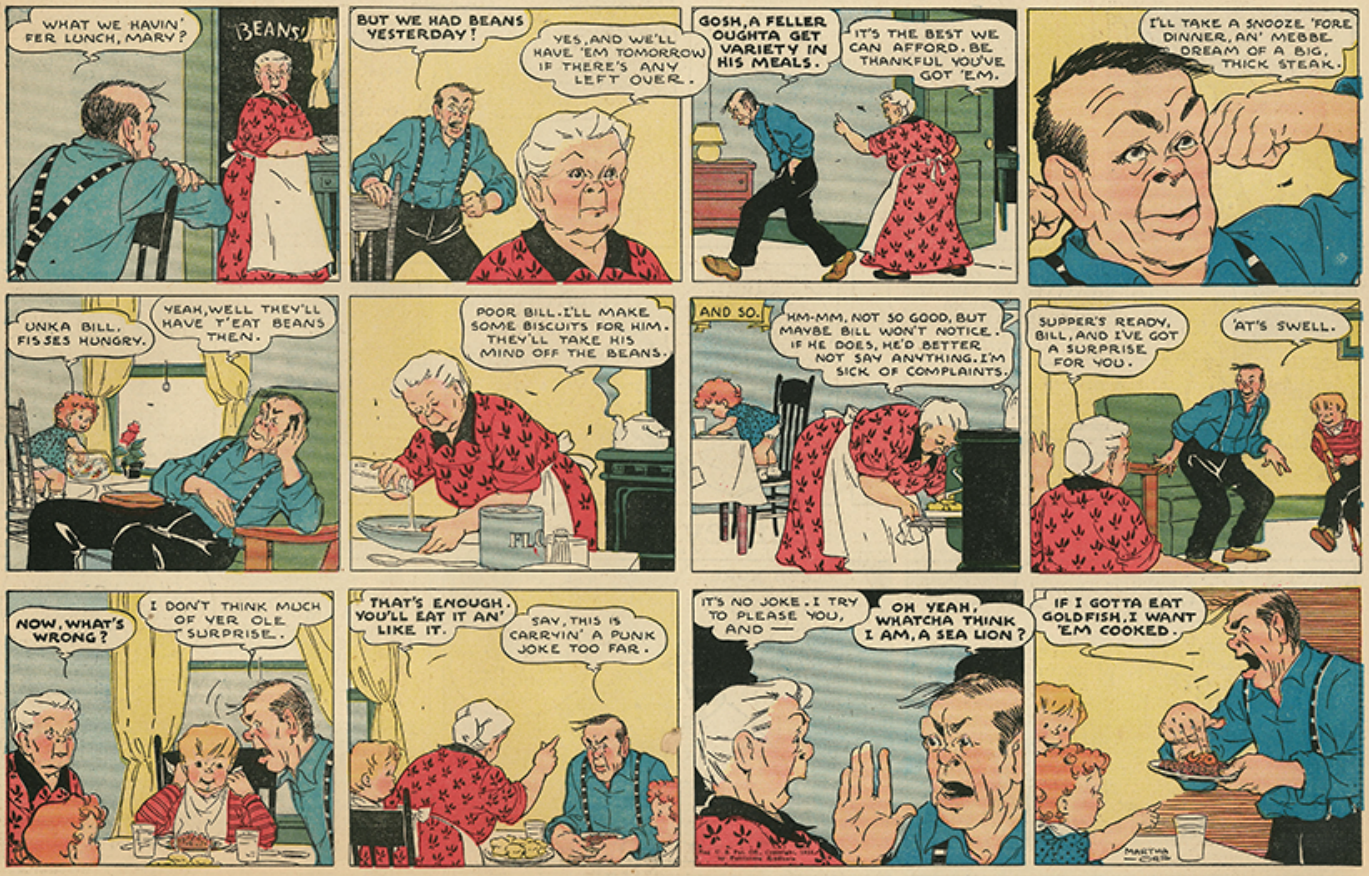
APPLE MARY



WONDER BREAD *helps build* VITALITY!

RADIANT VITALITY!..THAT'S THE SECRET OF TRUE CHARM...NOT JUST A PRETTY FACE!

HOW WONDER BREAD BUILDS UP ENERGY

If you want to have the radiant charm ... the sparkling vitality that, screen stars agree, makes women truly attractive ... you must have energy—vital energy! *This*, you can only get from the food you eat. Wonder Bread, food authorities agree, is one of the best sources of energy. It is made of choice ingredients that supply in abundant measure this food-energy you need.

And Wonder Bread is *slo-baked* to make it more quickly, more completely digestible . . . to give you vital energy more quickly and easily!

IN ACTUAL COMPARISON WITH OTHER BREADS—

89 out of every 100 women chose Wonder Bread

Women by the hundreds of thousands have made the famous 1-2-3 comparison of breads in stores all over the country. They have compared virtually all popular brands by the very method experts themselves use to compare bread quality.

Now look at the actual record! To date 387,643 women have made this test . . . and 89 out of every 100 have chosen Wonder Bread over all others.

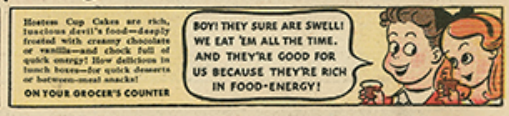
These women declared Wonder Bread best after discovering its tempting delicious flavor, its firm delicate texture, its appetizing "wheaty" fragrance!

Has any bread you know ever won such overwhelming preference? Never, we believe, have women been so outspoken in their enthusiasm for any bread!

Now when you buy Wonder Bread, you can be sure that you are getting the one bread declared BEST in this fair, impartial bread comparison by American housewives. Get a loaf of slo-baked Wonder Bread tomorrow!

Tune in! "PRETTY KITTY KELLY" EVERY MON. THRU FRI. STATION WCCO 9:00 A.M.

A PACKAGE OF 2 HOSTESS CUP CAKES FOR ONLY 5¢

Hostess Cup Cakes are rich, luscious devil's food—deeply frosted with creamy chocolate or vanilla—and chock full of quick energy! How delicious in lunch boxes—for quick desserts or between-meal snacks!

ON YOUR GROCER'S COUNTER