

When you talk about things to eat . . . that's where I come in

Says the Uneeda Boy

I've got something to say, too . . .

If it's refreshments for a bridge party the "Uneeda Bakers" are your best helpers.

Or if you're talking about crackers and milk for the baby — they're still your best helpers.

I guess you can't *think* of a meal that the "Uneeda Bakers" couldn't help you with. They help millions of women every day. They make everything that anybody could want in the way of cookies, crackers and biscuit . . .

And besides . . . they make things so much *better*.

It's the things they use in their bakery—and the way they do their baking. It takes a company like National Biscuit Company to buy such good things to start with—and bakers like the "Uneeda Bakers" to *bake* them.

That's all there is to it. But it means such a lot! And it isn't hard, is it, to look for the N.B.C. Uneeda Seal—just to be *sure* you're buying the best that can be made?

If it's salty soda crackers for the bridge party—all you need to say is "Premium".

One nibble at a Premium Soda Cracker leads to one more—to a dozen more. You can't leave them alone. Their tantalizing saltiness is just enough to make them irresistible. No wonder they're the largest selling salted soda cracker on earth.

Fresh always in the package—or if you buy them in bulk at your grocer's.



NATIONAL BISCUIT COMPANY
"Uneeda Bakers"

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