

THE SATURDAY EVENING POST

When you're down-



BREAD
picks you up!

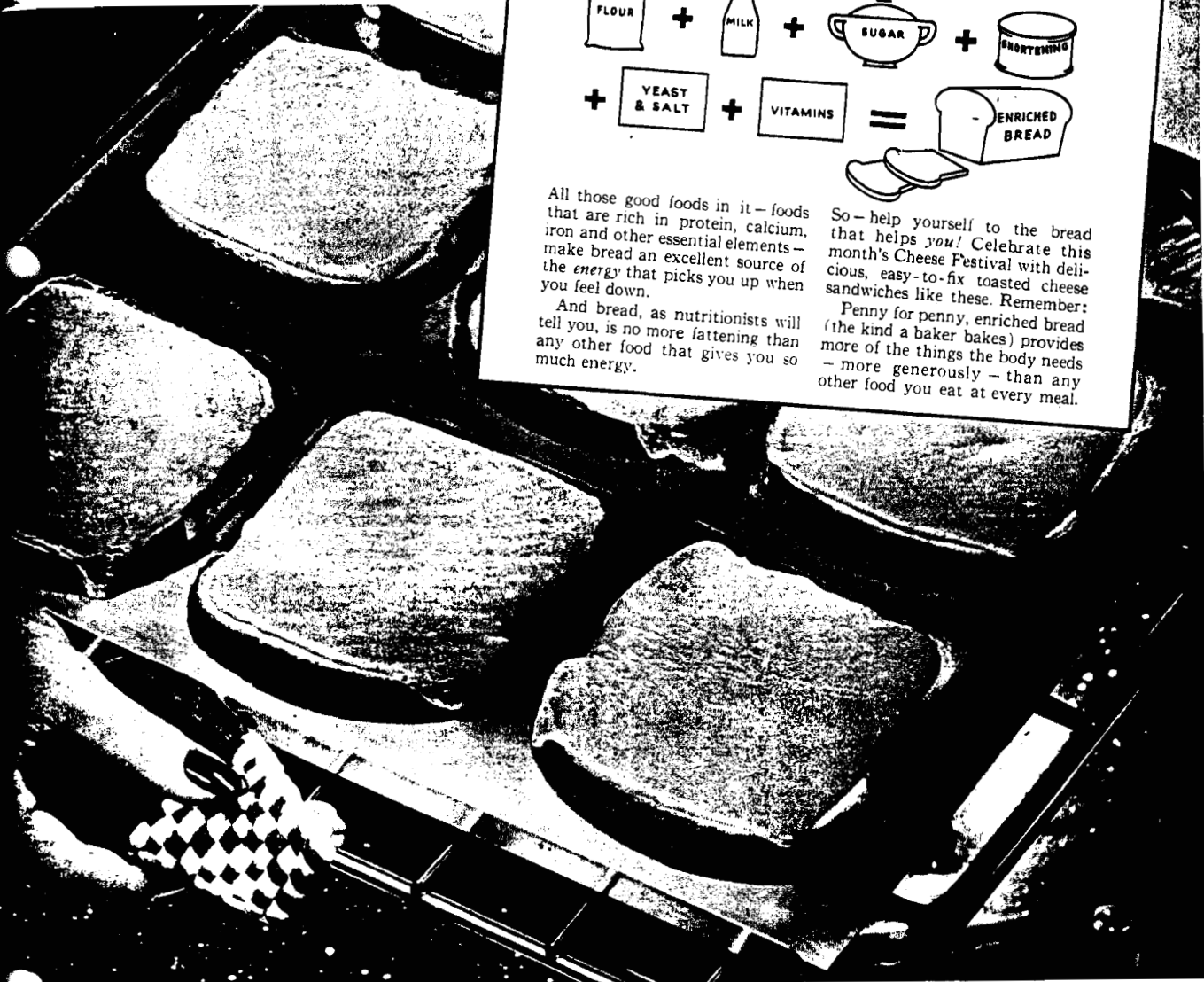
HERE'S WHY:

FLOUR + MILK + SUGAR + SHORTENING + YEAST & SALT + VITAMINS = ENRICHED BREAD

All those good foods in it—foods that are rich in protein, calcium, iron and other essential elements—make bread an excellent source of the energy that picks you up when you feel down.

And bread, as nutritionists will tell you, is no more fattening than any other food that gives you so much energy.

So—help yourself to the bread that helps you! Celebrate this month's Cheese Festival with delicious, easy-to-fix toasted cheese sandwiches like these. Remember: Penny for penny, enriched bread (the kind a baker bakes) provides more of the things the body needs—more generously—than any other food you eat at every meal.



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