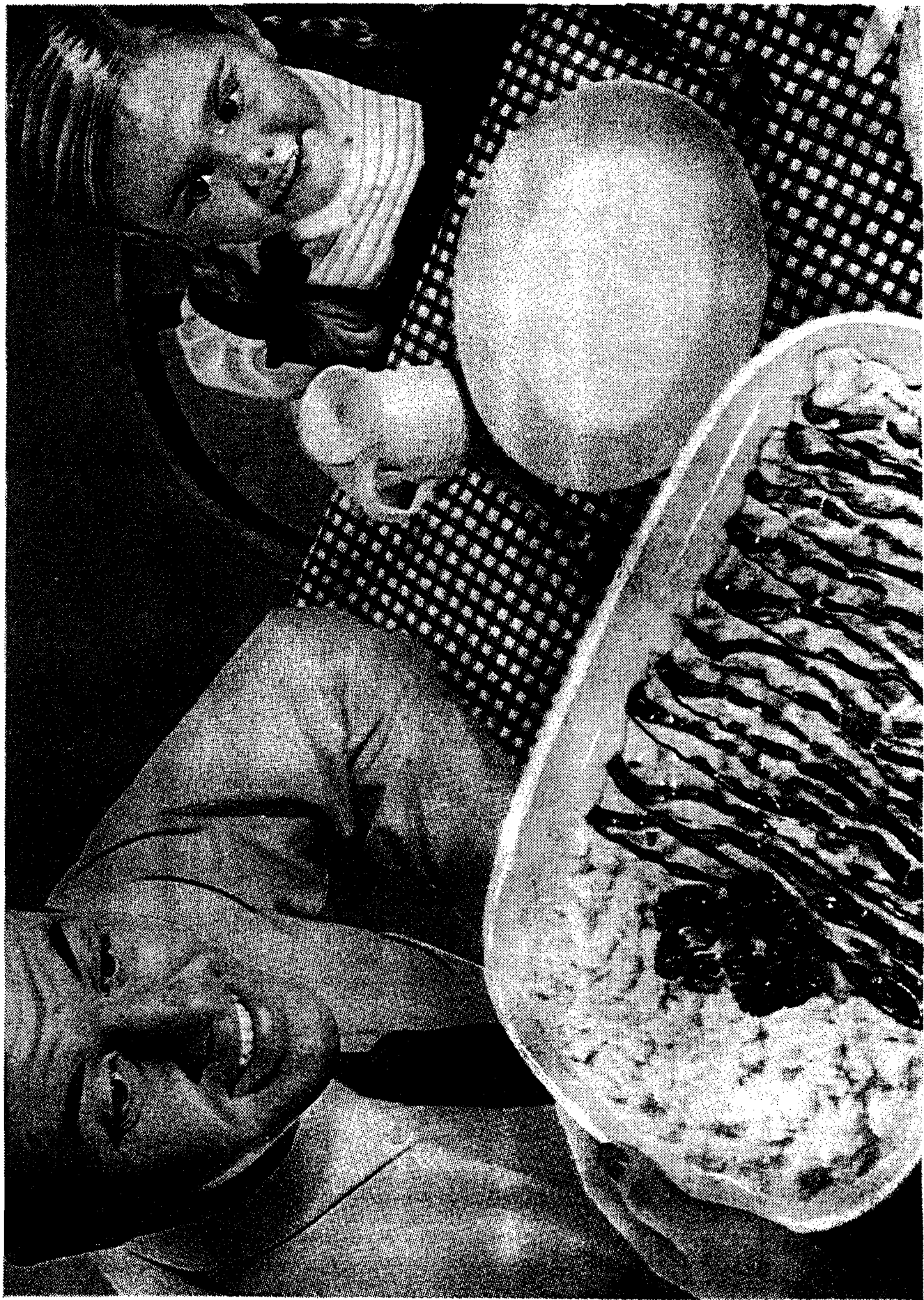


How to be an extra-good mother at breakfast...



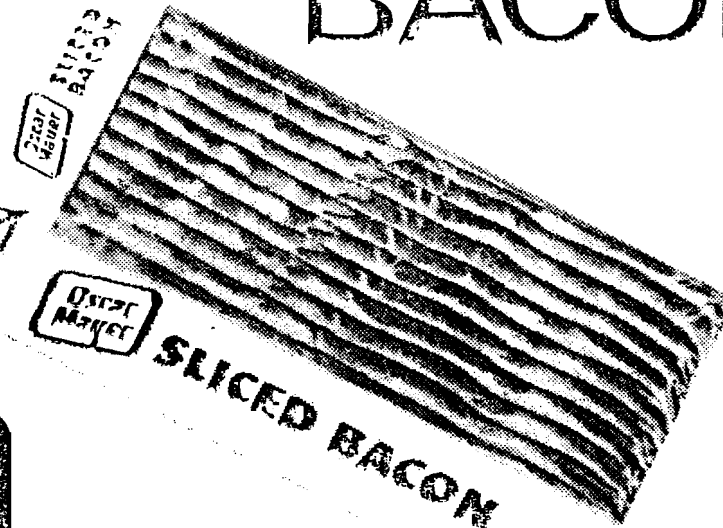


serve 'em savory, protein-rich OSCAR MAYER BACON

always sweet and lean

Wonderful way to get everybody off to a happy, healthy day! Give 'em the *good meat protein* of Oscar Mayer Bacon for breakfast. Here's bacon exactly the way you like it best. Evenly ribboned with rosy lean. With the smoky fragrance of slow-burning hardwood fires. And the flavor? Just plain *scrumptious*.

Only the finest *center slices* from the *choicest, leanest* bacon sides—that's Oscar Mayer Bacon for you. Not just now and then, but *every time*, so you can be extra-good to your family *every day!*



All Oscar Mayer meats carry this U. S. Govt. Inspection Stamp—your added guarantee of purity and wholesomeness.



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CHICAGO SUN TIMES Feb. 4

*JWT. DA. Oscar Mayer
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