



The last word

DATED TODAY...
in every smallest
modern refinement
upon delicious flavor
... perfection of texture
... a "this year's
model" in bread
making!

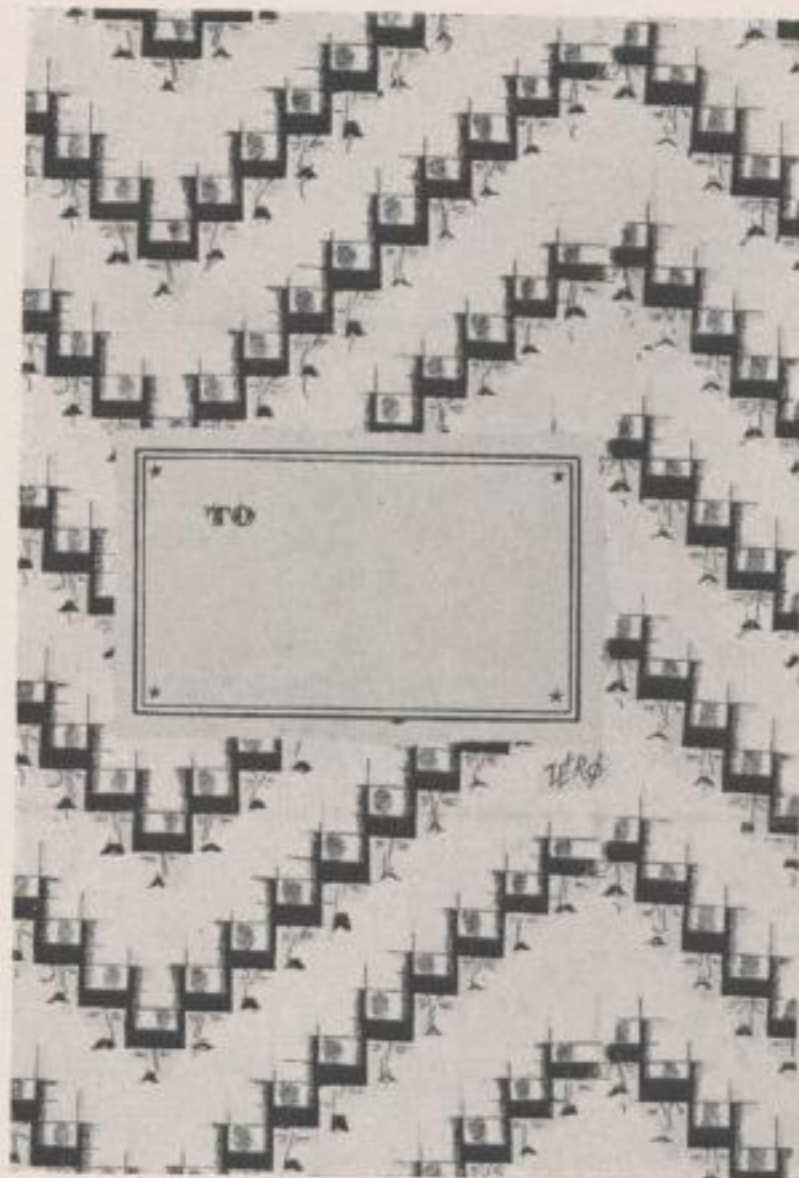
And fresher even
than before because
of our modern motor
delivery system ...
direct from our ovens
to your grocer.

Freihofers
FINE BREAD

(Agentur: I. Walter
Thompson Company)



(Agentur / George Batten Company / Agency)



straws

Before we let you leave here with a straw
but we pledge ourselves to do three
things ... complement your face, give
comfort to your head and coolness to
your appearance. Those are the things
you want in summer.

The wide variety of shapes made by
Knox and Dunlap makes it compara-
tively easy to find the right one for you.
They are molded so skillfully that you
will hardly know you're wearing one...
and the craftsmanship is so fine that they
keep their smart shapes right to the day
of discard.

Scimitars ... Bonboks ... Panamas
Large selection of Shapes ...
Straws ... and Bands
Lightweight felt, too, for those who prefer them

JULES GILLETTE
HABERDASHER AND HATTER

(Agentur / Morton Freund / Agency)

Z É R O

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