

"Yum-mee!  
I like these good  
as candy!"

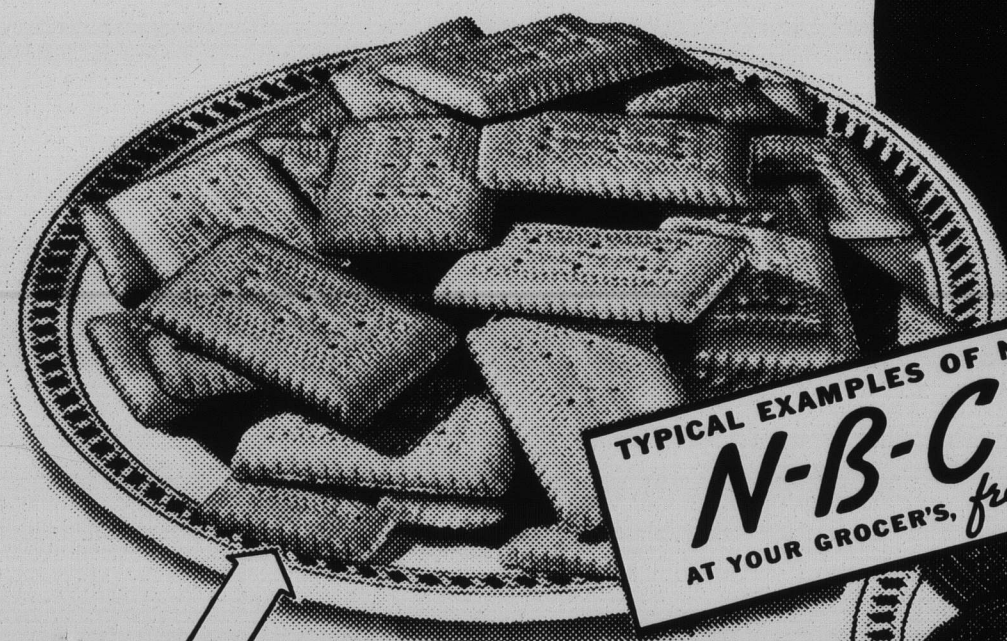


# AUGUST SPECIAL!

NATIONAL BISCUIT COMPANY'S

## OREO SANDWICH

Made with two crisp chocolate-flavored wafers and a creamy fondant filling between. Especially popular with children and a real treat with adults. Order them from your grocer today!



TYPICAL EXAMPLES OF NATIONAL BISCUIT COMPANY  
**N-B-C** *fresh* **Values**  
AT YOUR GROCER'S. FROM OUR CHICAGO OVENS!



# AUGUST SPECIAL! NATIONAL BISCUIT COMPANY'S SOCIAL TEA BISCUIT

A crisply appetizing cookie that's not "too sweet." If you don't care for rich foods this is the cookie for you! And the children can eat these delicious, wholesome cookies till they pop! Put them on your shopping list *now*!

*Your weekly cookie cost is small . . .  
SO WHY NOT BUY THE BEST?*

**T**HERE is really no economy, let alone satisfaction, in buying doubtful, "bargain" brands of cookies. The cost of buying *good* cookies is no burden on any purse because cookies are such a small item in the average food budget. Cookies made with synthetic ingredients and artificial flavoring often *look* as good as National Biscuit Company cookies, but they never *taste* as good nor *can* they be as wholesome.

For National Biscuit Company uses more choice creamery butter, select quality eggs, and fine flavorings and filling than any other biscuit baker in America. See how these *good* cookies add new pleasure to picnics, and new, tempting flavor to simple desserts. Order National Biscuit Company's August Specials—delicious, creamy-filled Oreo Sandwich and crisp, tempting Social Tea Biscuit today. They're *fresh* at your grocers, right from National Biscuit Company's Chicago ovens.

Brighten your day!  
Tune in on National Biscuit Company's  
"MELODY BAKERS"  
WGN 8:15 a.m. Tuesday, Thursday, Saturday  
WMAQ 10:15 a.m. Tuesday, Thursday, Friday  
WCFL 1:00 p.m. Tuesday, Thursday, Friday  
A different program on each station!

Products of **NATIONAL BISCUIT COMPANY**  
*bakers of **RITZ** and hundreds of other favorite varieties*

