

Golly-gee! You
made me famous!
I'm in The Saturday
Evening POST!

It's the biggest, brightest, most wonderful news in town. In this week's Saturday Evening Post blue-eyed, golden-haired Miss Sunbeam steps into the national spotlight, right from the wrapper of your own favorite bread—Sunbeam.

You are an important part of The Sunbeam Story. Day after day, you have shown your appreciation for the extra freshness and goodness we bake into every loaf of Sunbeam Bread. So we think it's only fair to give credit where credit is due, and thank you—and your local Sunbeam grocer—for helping us build Sunbeam's popularity. Today Sunbeam is recognized by folk like yourself as America's finest bread the length and breadth of our land.

Read the exciting story of Sunny's success right now. And, don't miss the dramatic original in glorious full color in the May 23rd issue of The Saturday Evening Post. It's your story, too!

This little girl has 87 daddies

Once upon a time there were eighty-seven individual bakers who had a dream—a dream to bake the best bread man could hope to bake. They came together as the Quality Bakers, and they brought with them generations of baking skill. In shining, spotless kitchens, and with the purest of ingredients, they fashioned a loaf so wonderful that they knew there had never been another loaf like it. They called it Sunbeam, and to symbolize its goodness they

chose a lovely little girl. It seems only yesterday that they tied the blue ribbon in Sunny's golden curls and put her on the first loaf of Sunbeam Bread.

Out she went to the grocers of America. In town after town, you took her to your hearts, and in just ten years you have made Sunbeam one of the greatest names in food. Today, more than fifteen million families reach for Sunbeam Bread every day.

This, then, is The Sunbeam Story, of eighty-seven bakers and their dream. You are an important part of that story, because it was for you they worked to make their dream come true. So, whenever you look for bread, look for Sunbeam, and you and your family will enjoy the finest, freshest bread in all the land.



LOOK FOR SUNBEAM—Symbol of America's Quality Bread



Davidson's
Sunbeam
ENRICHED BREAD

A
The Saturday Evening
POST
Recognized Value