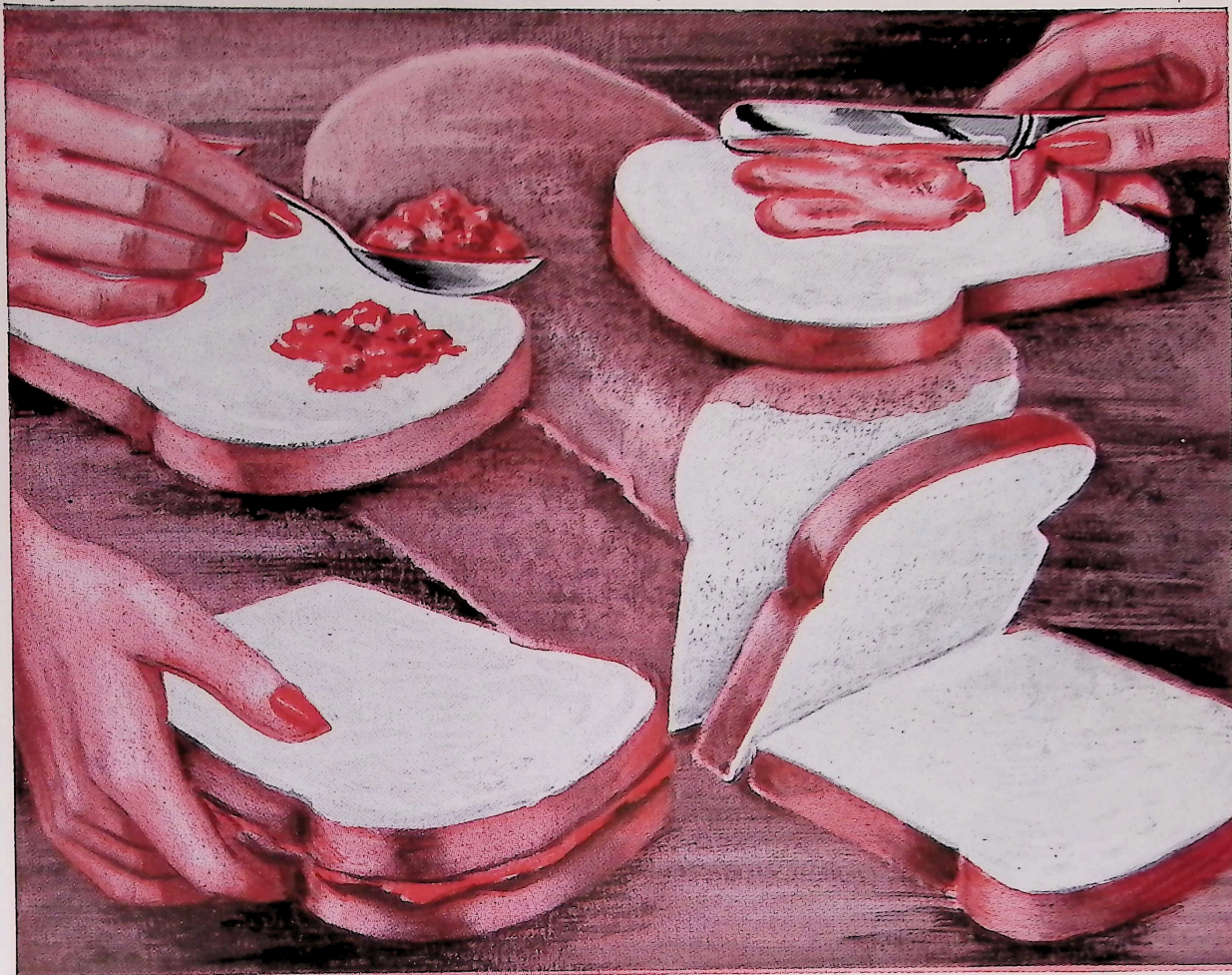




Today's Bread is Better Than Ever

Secret of Bread that Stays Fresh Longer,
Toasts and Tastes Better—is Sweetose,[®] the Unique Corn Syrup

AMERICA'S LEADING BAKERS USE THESE STALEY PRODUCTS

Corn Syrup—Sweetose Brand—High conversion corn syrup that imparts softer texture, higher moisture retention.

Lecithin—Remarkable emulsifier that improves handling and softens crumb texture.

Corn and Soybean Oil—Effective shortening agents at lower cost.

Sweetose puts new buy-appeal in your bread's taste, texture and appearance . . . enhances eating qualities, increases shelf life. And Staley's automatic handling of Sweetose means you actually *cut costs* while you boost sales. No wonder progressive bakers are going to Sweetose—and realizing greater profits.

A. E. STALEY MFG. CO., Decatur, Ill.



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BAKING • CONFECTIONERY • ICE CREAM • FOOD PROCESSING