

Highest Scientific Authorities Officially Approve sunshine vitamin-D

Bond Bread

Wisconsin Alumni Research Foundation

UNIVERSITY OF WISCONSIN,
MADISON WISCONSIN.

CHICAGO OFFICE
1041 THE ROOKERY

February 16, 1931

TO WHOM IT MAY CONCERN:

This is to certify that the incorporation of Vitamin D in the products of General Baking Company by the Steenbock Process and under control of THE PAEDIATRIC RESEARCH FOUNDATION OF TORONTO is fully authorized by the undersigned under Letters Patent of the United States, No. 1,680,818 to Steenbock and owned by Wisconsin Alumni Research Foundation.

WISCONSIN ALUMNI RESEARCH FOUNDATION
By *H. Russell*
Director

Paediatric Research Foundation
OF TORONTO
67 COLLEGE ST. TORONTO, CANADA

To Whom It May Concern:

We have bestowed upon the General Baking Company the exclusive right to make available to the American public through Bond Bread and other bread, that vital food element known as the "sunshine" vitamin, or Vitamin "D".

We assume the responsibility continuously to analyze the product to insure and guarantee that all such loaves made shall supply said vital food element to the degree that our research has proved to be adequate and efficacious.

Since ours is a non-profit institution, our paramount interest is public service.

THE PAEDIATRIC RESEARCH FOUNDATION OF TORONTO

T. G. H. Drake

T. G. H. Drake, M. D.,
Secretary Paediatric Research Foundation

AN everyday food to supply the extra sunshine vitamin-D everyone must have! What a boon! For the children—who need every health-building, strengthening help they can get. For older people—to help them fight off illness, to lengthen the span of life!

Officially accepted by the American Medical Association



American Medical Association

For years scientists have wished there could be such a food. For years they have tried to find a way to give sunshine vitamin-D to the world through an inexpensive, tasty food of everyday use.

And now a way has been found. Through Bond Bread—wholesome, home-like Bond Bread—for nearly 15 years the favorite bread of American housewives.

EVERY LOAF GUARANTEED TO GIVE YOU THE EXTRA SUNSHINE VITAMIN-D YOU NEED

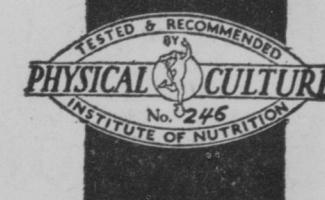
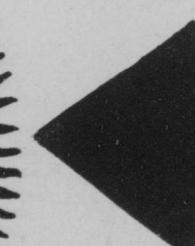
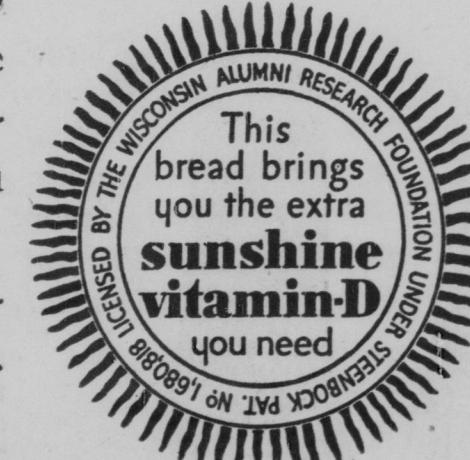
And what do the scientists say? What do their tests prove? They find (and they say to you) that now Bond Bread does give all the extra sunshine vitamin-D you need. That one to two slices each meal will do it.

And they have set their seals of approval on Bond Bread to assure you, to guide you.

Your grocer has this more healthful Bond Bread. It is the same delicious home-like loaf whose rising is stopped at the Flavor-Peak. It is the only bread that gives you the extra sunshine vitamin-D you need. And the price (even with this priceless improvement) is just what you have been paying.

Ask for sunshine vitamin-D Bond Bread today.

Guaranteed by
General Baking Company



The approval of
Physical Culture
Institute of Nutrition
testifies to the nutritive
value of a food.



Approval gives assurance that the product has been tested for the food and vitamin values claimed for it.



A food product approved by Child Life has been expertly examined as to its health values.



In testing food products, Parents' Magazine has the counsel of health experts of recognized standing.



Everything shown at this permanent exhibit has passed the most rigid tests of merit and reliability.

FOR HAPPIER HEALTH look for the above emblem that marks each Bond Bread wrapper. Bond Bread is the only bread that gives you the extra sunshine vitamin-D you need.