



What will you give them for lunch tomorrow?

ALONG with their sandwiches and fruit, they want "something sweet", insist on it—

They ought to have it—

But what will it be? Tomorrow put a bar of Peter's in sister's and brother's lunch box, and hear their shouts of joy. Of course, they love it. Peter's finer flavor appeals to everyone.

At the American kitchens, Peter's is still made just as the Swiss make it. Fragrant chocolate is creamed

with foamy, deliciously fresh milk—the same delectable milk chocolate is made as that first invented by Daniel Peter in Vevey, fifty years ago.

Chocolate from Brazil, chocolate from the Indies! Five kinds of cacao beans are roasted and blended to get the inimitable flavor of Peter's.

The milk in Peter's Milk Chocolate! It is just the kind recommended by the United States Children's Bureau as most desirable for babies. Pure, rich—the milk is produced in the rich Oswego valley

and taken direct from the farms to the chocolate kitchens.

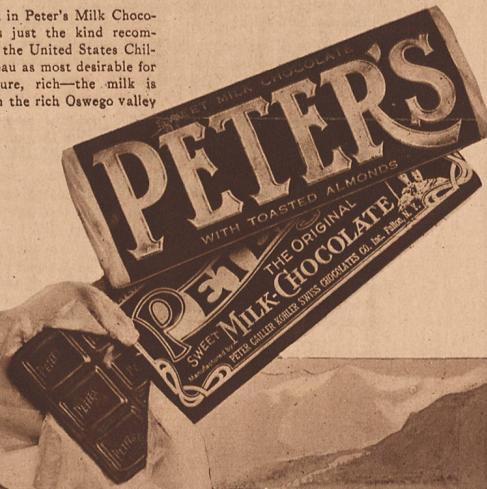
Try Peter's today. Give your children the milk chocolate that you know is pure and delicious.

You can get Peter's—plain and almond bars—at any drug or grocery store, at news-stands and at candy shops.



"A sweet should be included in the school lunch," says Dr. Rose of the Nutrition Department at Columbia University, and suggests chocolate.

Peter's is especially good for your Boy Scout. Mountain climbers tramp all day with it as their only food.



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FELICE—Hand Made Sleeveless Nightgown of batiste, with Baby Irish Lace outlining V-neck back and front; sleeveless armholes finished with real Baby Irish Picot edge; ribbon bows **3.95**

DORET

DORET—Hand Made Bloomers of batiste, with real Baby Irish Lace, ribbon-run beading above ruffle that is edged with real Baby Irish Picot. **2.95**

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ARLENE—Hand Made Envelope Chemise of batiste, with real Baby Irish Lace beading run with ribbon around top, and Real Irish Lace Picot edge defines the envelope drawers; ribbon shoulder straps **3.95**

NINA

NINA—Hand Made Straight Chemise of batiste, with ribbon-run Real Irish Lace Beading around top; ribbon shoulder straps **3.95**

Real Baby Irish Lace, besides its effectiveness as a trimming has the added charm of withstanding frequent laundings.

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 Black kid vamp, field mouse top, French heels **7.50**

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 Illustrated at bottom of panel
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