

FOR THE BOYS and GIRLS OF LONDON

Fun

Education

Entertainment



Profit

Pleasure

Achievement

WIN A MONEY PRIZE!

Starting tomorrow we will place an invisible color picture in with every loaf of Neal's Money-back Bread. These wonderful pictures simply need touching with water and brush, and beautiful birds, animals, reptiles, butterflies and fishes appear in natural colors as if by magic. To the boys and girls who send in the best sets when the contest is over, we will give money prizes as follows:

First Prize - \$25.00	Fourth Prize - - - \$10.00
Second Prize \$20.00	Ten Prizes of - - \$5.00 Each
Third Prize - \$15.00	Fifteen Prizes of - \$2.00 Each

RULES—Get the picture each day from Neal's Money-back Wrapped Bread, and color it as directed. There are 50 pictures to the set—one issued each day. When the contest ends, April 15th, send your entry in to Federal Advertising Agency, Limited, 306 Dominion Savings Building, London, Ontario, at once. It will be numbered, entered and judged, and the prize-winners announced in the newspapers a few days later.

NO ENTRY RECEIVED AFTER APRIL 20TH.

Marks will be given for coloring, neatness in cutting out and assembling. Use your own ideas, and your own way of assembling the pictures.

Back pictures cannot be obtained, but do not hesitate to enter even if you are a few short. Your entry will qualify as long as you have 35 pictures or more, although a complete set will be a point in your favor. Judges will be art directors chosen from various schools.

Employees of the Neal Baking Co., Limited, and members of their families are barred.

All children up to and including 15 years of age are allowed to compete. The competition is open to boys and girls at all points where Neal's Bread is sold.

To Parents!

This is the most novel contest ever devised for boys and girls.

It is educational, entertaining and wholesome, bringing out the latent talent in the children, keeping them home evenings and providing an interesting, healthy rivalry between different ones in the family.

The prizes are worth trying for and the competition will be judged by competent art authorities.

Pictures come with the wrapped bread only.

Help the children two ways by buying only Neal's Money-Back Bread (It's Wrapped).

NEAL BAKING COMPANY, LIMITED

BREAD FACTORIES AT

WINDSOR

LONDON

ST. THOMAS

SARNIA