

(239-A)

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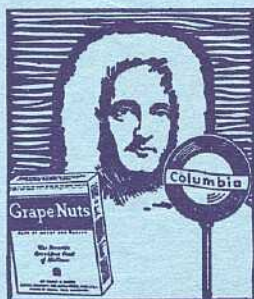
Battle Creek, Mich.

Permit No. 52

1-11-j

M.M. Elliott,
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"Please Do Not Fold"

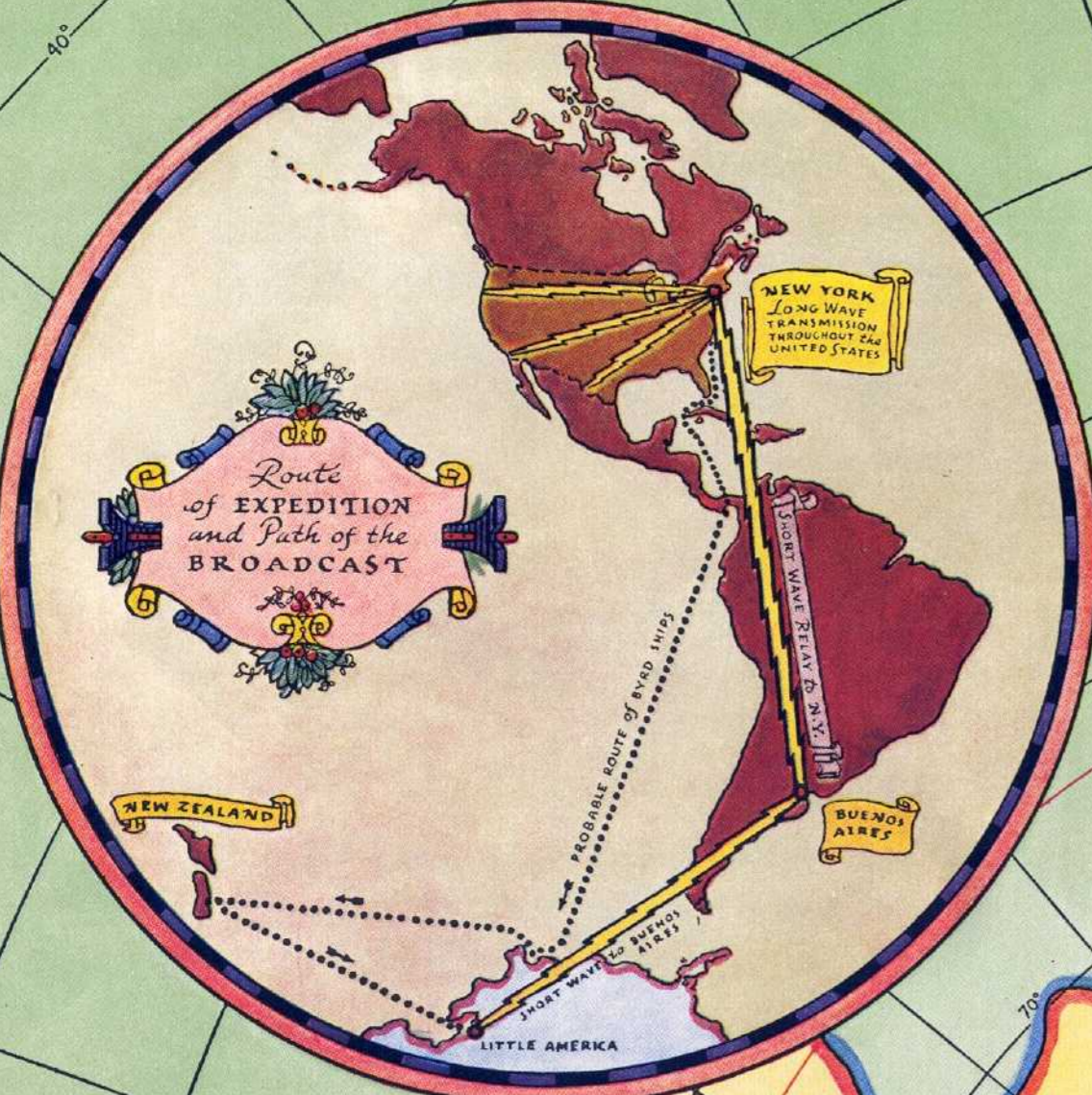


THIS authentic map of the Antarctic is sent you with the sincere wish that it will add much to the pleasure you're now deriving from listening to the weekly broadcasts of Admiral Richard E. Byrd.

We hope you will find the map helpful in following the adventures of Admiral Byrd and his men at the South Pole . . . that it will serve as a permanent reminder of your most thrilling radio hour.

Whether you've been enjoying Grape-Nuts for years or have just started to eat it, you know that Grape-Nuts is not only delicious but rich in *concentrated nourishment*—a feature that prompted Admiral Byrd to select Grape-Nuts as the breakfast food his men should eat to fortify themselves against the punishing cold and hardships of the Antarctic.

★ **IMPORTANT NOTE . . .** *To facilitate mailing, this map was folded but all creases can be completely removed by passing a hot flatiron over the back of it. It then will be smooth and free of all wrinkles — suitable for framing.*



Authorized Map of the Second
BYRD
 ANTARCTIC EXPEDITION

PAST polar expeditions have been swallowed up by a silence which was never broken until they returned—if they did return. But on the Byrd Expedition there is being attempted the most notable feat in radio history—a two-way broadcast from and to the Expedition. These broadcasts bring the drama of the Expedition as it is being lived—from the very lips of the men themselves. Hailed by leading authorities as an important contribution to radio science, this series is made possible by General Foods, makers of Grape-Nuts.

