

WONDER BREAD *on sale* AT DAWN!

Famous slo-baked bread comes to town tomorrow! It comes to women here recommended by the entire nation. It will be on sale at all grocery and delicatessen stores. Read the remarkable story below.



Now for local housewives, the loaf that has won its way to the tables of ten million American homes.

TOMORROW we introduce to women here a delicious new bread. A remarkable bread that is today sold from coast to coast and is conceded by food economists to be the nation's finest loaf.

Beginning tomorrow morning you will be able to buy this bread. Practically every grocery store in town—ours among them—will have it on the counter, and if the rest of the nation is any test it will be instantly popular.

This new bread is called Wonder Bread and comes to you recom-

mended by literally millions of American women.

Once you try it you'll see immediately why it is different from any other bread you've ever served.

You'll find it has an entirely new taste flavor. It slices quickly and easily no matter how thin it is cut.

As the new-day bread for it knows no equal. With it you will largely avoid burned edges. Every slice is an even, golden brown.

All these things this new bread brings you. So ask your grocer tomorrow for the new Wonder Bread.



MAKE THIS TOAST TEST

Take a slice of this slo-baked bread and a slice of the bread you now use. Toast both same length of time. The Wonder Bread will be browned evenly. No scorching. No burned edges. The other slice will be only partially browned.

Ten million women in other cities join us in urging you to do this.

To maintain its remarkable quality day after day, we go to great lengths. We employ a large staff of food

experts who will test the ingredients used in Wonder Bread.

We will use specially milled short patent flour. Made from the most nutritious part of the wheat—the very heart of the wheat berry.

Double the usual quantity of milk will be used. Every drop pasteurized.

And then, every loaf of Wonder Bread will be baked by a special method of baking—slo-baking it is called. A proven scientific way that seals in the utter goodness of the ingredients. Improves the flavor. And prolongs the freshness.

A careful dietetic analysis has established Wonder Bread as one of the cheapest and most efficient body fuels. Containing, as it does, energy-

restoring calories and body-building proteins. Also calcium to strengthen growing bones and teeth.

Hence Wonder Bread is wisely recommended for children. Dietitians everywhere acclaim its dietetic worth.

So we urge you to go to your grocer's first thing in the morning. You'll find lots of women there. Many of them neighbours of yours who are reading this same advertisement tonight.

Ask him for Wonder Bread. Then take it home and judge it for yourself.

Observe its advantages. Note how firm and tender it is. How long it retains its freshness. You'll be delighted.

Your grocer knows good bread! Wonder Bread wins endorsement of grocers everywhere.



Continental Baking Co. 105 CABIN BAKERY 265 Ivy St., Portland

WONDER BREAD COMES TO PORTLAND Told in Pictures



WONDER BREAD COMES TO TOWN! "I think I'll try this new bread. It offers more than any other I have ever heard of. It seems to be just the bread for the children to eat. No matter how hard I try I can't be sure they are getting all the correct dietetic elements. Wonder Bread will take care of that."

YOUR GROCER WILL HAVE IT! "Yes, Ma'am. A fresh loaf of Wonder. This bread will always be fresh. It is delivered in my store, you see, early in the morning and in the afternoon. That way you're sure of getting a fresh loaf any time of the day you need it."

YOUR FAMILY WILL SEE THE DIFFERENCE! "Why, Mother, such delicious toast! Every slice is the same. And it tastes just as good plain. It seems like a different bread. Did you buy a new kind today? It's so good why can't we have it always?"

WOMEN JUST CAN'T KEEP THE NEWS! "You ought to try that new Wonder Bread! You know how long I have used my regular kind, and yet this new bread tastes so delicious and does so much for the children I can't afford not to use it. Our grocer has it. You ought to try a loaf today."

7 QUICK FACTS

About slo-baked Wonder Bread

1. Every loaf slo-baked to seal in delicate flavor and to prolong the freshness.
2. Toasts quickly to an even, golden brown.
3. Rich in vital food elements for growth and energy. There are over 1100 calories in every loaf.
4. Made of specially milled short patent flour. Only the heart of the wheat berry is used.
5. Double the usual quantity of milk is used. And every drop is pasteurized.
6. All ingredients tested for quality, purity and nutritive value.
7. Delivered to your grocer's, oven-fresh, morning and afternoon.

Good Housekeeping Approves New Bread



We know the women here in town are keenly interested in the new Wonder Bread that goes on sale in the stores tomorrow.

And we know they will be even more anxious to try it when they know that this slo-baked bread has been heartily endorsed by Good Housekeeping Magazine.

It is stamped with that STAR of approval women have learned to trust. Signifying, as it does, absolute purity and quality of food products.

Naturally, we are proud to recommend such a bread to the women of this city.