World's Fair Wonder Bakery Amazes Visiting Millions...

Most modern bakery in the world, telling story of famous slo-baked Wonder Bread...proves sensation of 1934 Century of Progress at Chicago.

The greatest show on earth opened its gates in May with a fanfare heard round the world. Today the 1934 Century of Progress—Chicago's $50,000,000,000 wonder city—is thronged with eager visitors from everywhere.

Thrills! Wonders!
Here are thrills galore. Wonders by the hundreds. Sensational displays on every hand. Yet one of the most popular exhibits of the whole spectacular project is a bakery where bread is baked. For visitors are quick to see that the Wonder Bakery is no ordinary bakery, just as the World's Fair is no ordinary fair.

Modern Baking Miracle
Within this magic bakery thousands marvel at the depth precision which science has contributed to make Wonder Bread America's finest. Literally surrounded by miracles, they gaze in awe while listening to the following.

"Yoo Hoo" song, loved by every radio listener.
Eager faces peer at the great mixer as it takes the dough for 500 loaves in its giant arms and kneads it with silent thoroughness. All are fascinated by the uncanny machine that actually washes air...by the delicate temperature controls of the mighty moving oven where slo-baking is seen in its entirety.

Every Slice Perfect
Women ask, "How do you ever cut bread into such perfect slices?" They see the answer here as keen shining knives, whirling ceaselessly, slice a whole loaf in one motion...each slice the same, all day long.

There's thrill for every housewife in the spottless cleanliness of this Wonder Bakery. For no tiny speck of dust is allowed to dull the sparkle of the shining chromium and tidy white enamel throughout the bakery.

Youngsters Delighted
There's plenty of excitement for the children, too. They shout with delight at the thousands of gay Wonder balloons bobbing over the ceilings and at the monstrous balloon figures who introduce the new famous mechanical singing bakers.
Here, indeed, is a show that gives new importance to the staff of life. And here is definite proof that Wonder Bread...whether it's baked at the Fair or back home...deserves its place as the bread that's on more tables than any other.

What is the difference between the World's Fair Wonder Bakery and the Wonder Bakery in your neighborhood? Only this...the World's Fair Bakery is built primarily for exhibition purposes. Your Wonder Bakery has no balloons and no singing bakers, but it bakes exactly the same good Wonder Bread by exactly the same famous slo-baking method.

You Are Invited
By all means visit this Bakery Wonderland if you can. BUT remember, please...even if you cannot go to Chicago this year, you can still share the delight of thousands by enjoying Wonder Bread right in your own home. For the Wonder Bread your grocer sells is the same in every way as "the only bread baked at the World's Fair."