



# Madam, Test this Bread

## *...see how your family likes it..too!*

As an open-minded woman will you make an interesting bread comparison?

One, we believe, that will reveal to you a delicate new bread flavor... far more dainty and delicious than any you've ever known before.

Tomorrow, order two loaves of bread from your grocer. One your regular brand. The other a loaf of Wonder Bread... the remarkable new slo-baked bread that is fast becoming a real sensation throughout the city.

Now try these two loaves in your home, side by side. For toast, for sandwiches... whenever bread is served. And compare them, Madam.

Compare them first of all for delicacy of flavor.

*Compare it carefully with the bread you've been using in the past... for freshness... for flavor... for the delicious, golden brown toast that it makes. Then, we believe, you will fully understand why it is fast becoming*

*Chicago's own favorite bread*

good for children! It is one of the best energy-building foods you can possibly give them. It is packed with calories... and plenty of muscle- and bone-building elements, too. It builds strong, sturdy muscle. Hardens growing teeth and bones.

*Please make a test*

Madam, if you baked Wonder Bread yourself... right in your own kitchen... you couldn't take more pains than we do.

So if you pride yourself on serving good wholesome food at your table, please try this delicious bread at once... simply as a test if you wish! Order your supply tomorrow morning. Serve it at every meal.

Notice how firm and tender it is... how smoothly and easily it slices... how long it keeps its original delicate freshness. But, most important of all, notice that wonderfully delicious flavor which has won so many friends.

Now just this one word of warning. Don't ever expect to find Wonder Bread flavor in ordinary breads. Only from this one bread alone can you expect the remarkable advantages that we have described for you in this advertisement. So always let your grocer distinctly understand that none but the genuine Wonder Bread will satisfy. Now at your grocer's... fresh twice a day. Two convenient sizes.

[ A PRODUCT OF THE  
CONTINENTAL BAKING COMPANY ]

### PLEASE MAKE THIS AMAZING 3-MINUTE TEST

Take a slice of Wonder Bread and a slice of any ordinary bread. Then toast each slice for 3 minutes... 1½ minutes on each side. The Wonder Bread toast will be browned evenly. The other slice will be only partially browned.

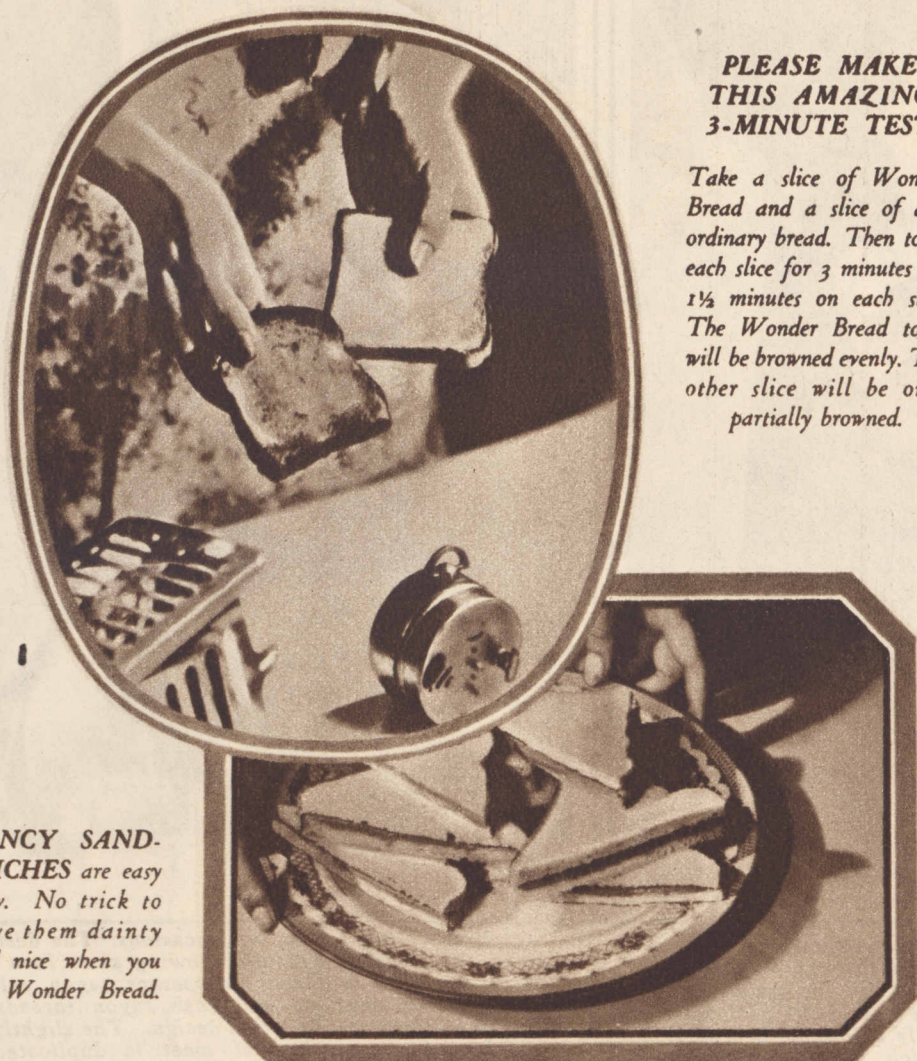
### Slo-baking... that's the secret!

The secret of this marvelous bread is really wonderfully simple. We use only the finest, purest ingredients... and we slo-bake every loaf. That is how we seal in the delicate flavor... prolong the original freshness so much longer.

You'll taste the difference the first time you try it. A new freshness. A delicate new texture. A delicious new bread flavor.

Our flour is specially selected... scientifically blended. Only the heart of the wheat berry is chosen. It is a far better flour than most women buy in the stores. And our recipe calls for double the usual quantity of milk.

You mothers can readily see why this bread is so



FANCY SANDWICHES are easy now. No trick to have them dainty and nice when you use Wonder Bread.

# WONDER BREAD

## IT'S SLO-BAKED