

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 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 deft precision which science has contributed to make Wonder Bread America's finest.

Literally surrounded by miracles, they gaze in awe while listening to the welcoming



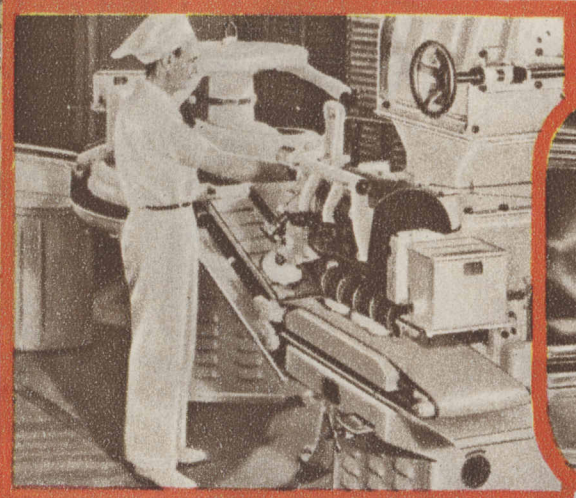
Wide-eyed children gasp with delight at the great hall, festooned with gay balloons. Here the puppet Wonder Bakers sing the famous "Yo Ho" song as the giant figures sway in rhythm.

Here you enter into Wonderland. Visitors by the hundreds of thousands have thrilled to the story of slo-baked Wonder Bread, as told in the world's most modern bakery.

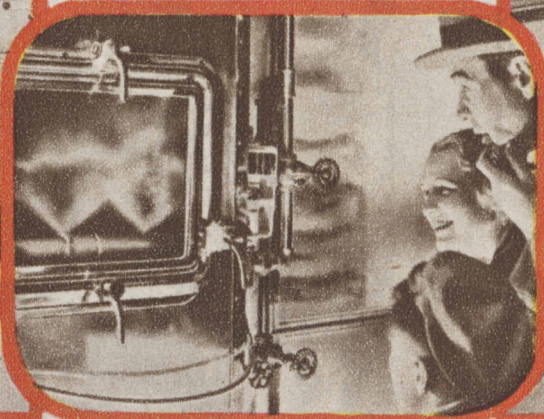
When you visit Chicago, be sure to see this feature of the \$50,000,000 Century of Progress . . . the greatest show on earth.



Mothers marvel at the magic of the great mixer as it kneads with silent precision the dough for 500 loaves of Wonder Bread at a time.



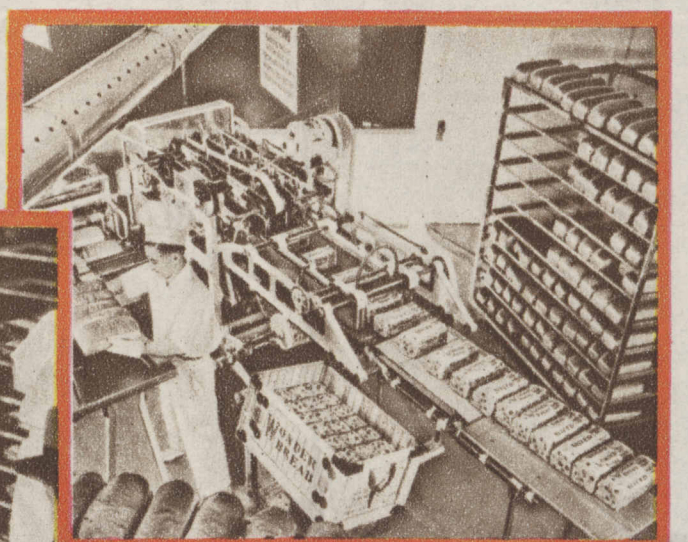
This deft divider cuts the dough into exact size for full-weight loaves of Wonder Bread. It keeps every loaf the same, day in and day out.



Here is a rainstorm locked up in a room. It washes air in order to keep Wonder Bread pure and tender while rising.



This is the mighty moving oven which slo-bakes Wonder Bread by carrying it with scientific accuracy through many precisely controlled degrees of heat.



Quicker and more accurate than any bread knife, this lightning-like slicer slices a whole loaf in one motion . . . then wraps it in dust-proof, moisture-proof wrappers that help keep every slice of Wonder Bread tender and delicious until it is served.

"Yo Ho" 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, whirring ceaselessly, slice a whole loaf in one motion . . . each slice the same, all day long.

There's a thrill for every housewife in the spotless 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 monster balloon figures who intro-



The Wonder special delivery cycles are familiar to all Fair-goers. They are ready at all times to make emergency deliveries to every part of the Fair.

duce the now famous mechanical singing bakers.

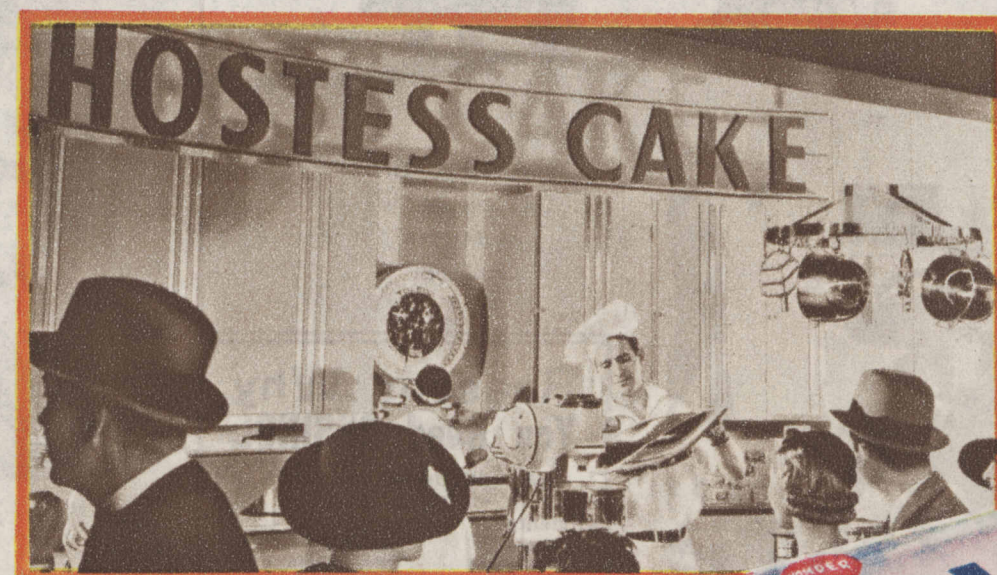
Here, indeed, is a show that gives new importance to the "Staff of Life." And here is definite proof that Wonder Bread . . . whether it's baked at the Fair or back home . . . deserves its place as the bread that's on more tables than any other.

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



Here's America's favorite quick dessert—Hostess Cake—in the making. Women never fail to gasp with admiration at the sparkling cleanliness of this spick-and-span Hostess Kitchen or to marvel at the deft precision with which the bakers blend the choice Hostess ingredients.

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."

The Happy Wonder Bakers
Continental Baking Company
(Incorporated)

