



Made from *the finest* Ingredients

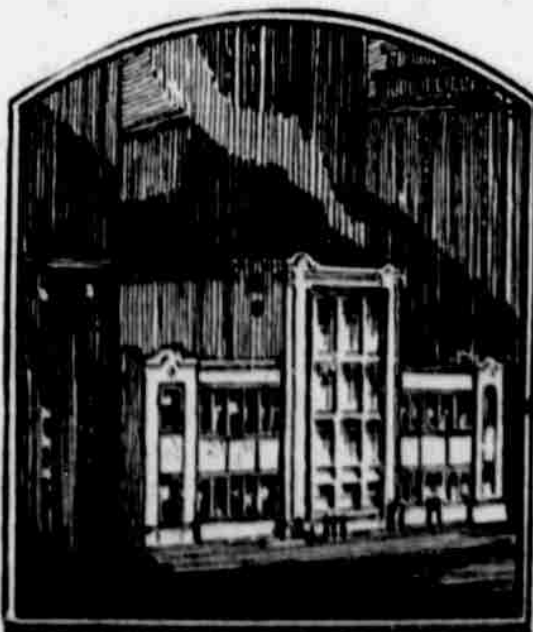
WE HAVE told you our complete formula, giving the exact name of each and every one of the raw materials used in making our breads. We have done this to show the character of our breads — to establish greater faith and give you definite reasons for their **BETTER QUALITY.**

Tip-Top and Hard Roll Breads are pronounced by the Good Housekeeping Magazine as **BREADS OF PERFECT QUALITY.** They are approved and certified as such by that great national magazine. The importance of this is evidenced by the fact that there are but three other breads made in the entire United States that enjoy this honor and distinction.

Tip-Top and Hard Roll Breads are made from only the finest materials. Money can't buy better foods than Occident, Gold Medal, Omar Flour, Domino Cane Sugar, Diamond Crystal Salt, Fleischmann's Yeast, Merrell-Soule's Milk Powder and Cudahy's Rex Lard. Is it then any wonder that **BREADS** made from such materials should be pointed to as "the examples of quality" for bakers everywhere to follow?

Eat Tip-Top or Hard Roll Bread. You'll enjoy their **QUALITY.** Your grocer has it in two sizes. It is sold everywhere in Omaha, Council Bluffs and in all good stores throughout the seven surrounding states. Don't just say **BREAD.** Instead say Tip-Top or Hard Roll Bread; then you'll be sure of getting the **BEST** that your money can buy.

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