

The Bread that Set a Standard

—never to be equalled

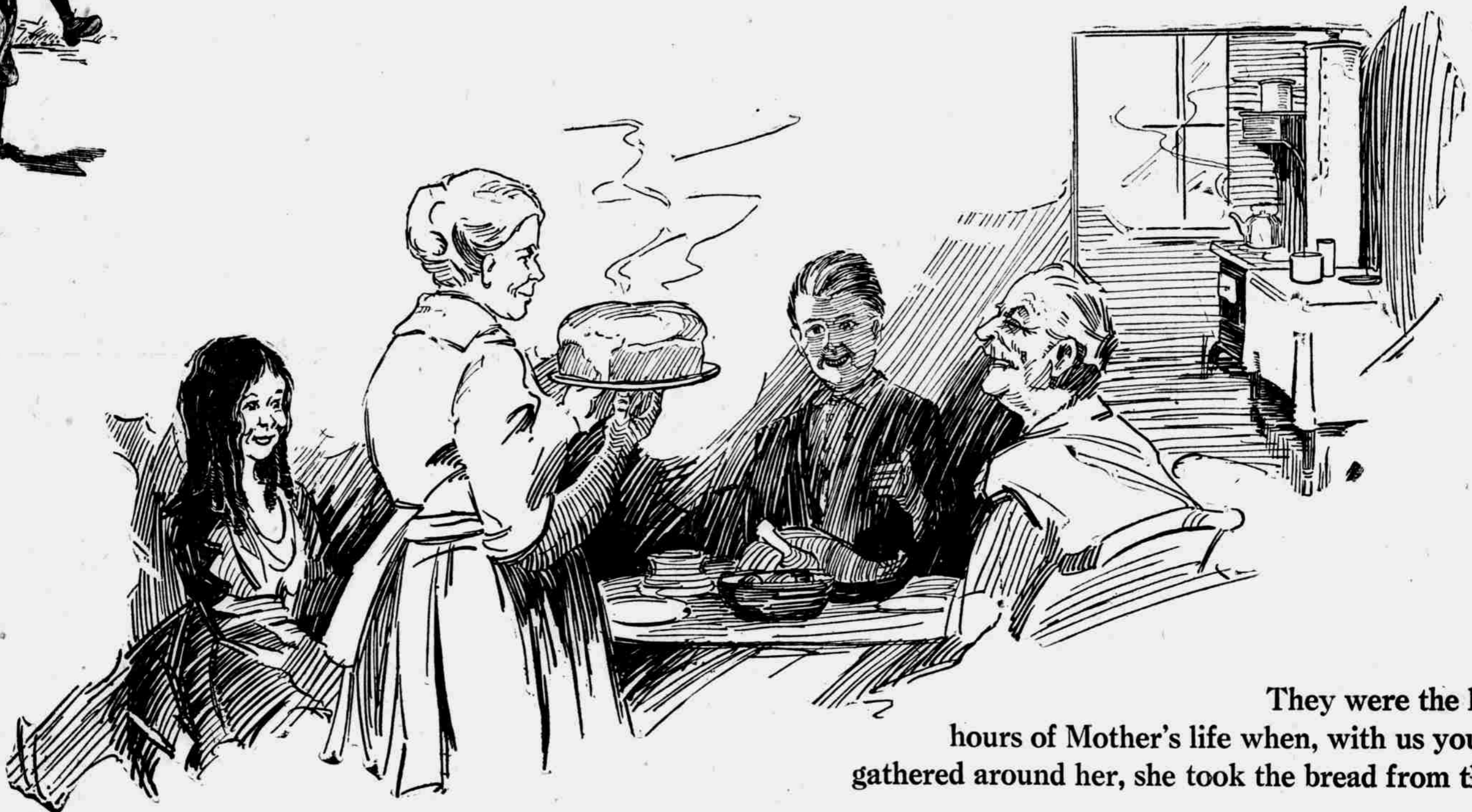


Those moments of watching the youngsters play made Mother's work the easier

Away back in those early days when you and I were kiddies—remember how we used to hang around the kitchen, or close by in the old back yard, on baking days—so we could taste of the “hot” cookies, doughnuts, or perhaps get the frosting dish to scrape, or, better still, the heel from a loaf of Mother's bread—remember—Gee, those were real days, sure enough.

Can't you recall the sparkle in Mother's eye—the smile that fairly beamed of love on Mother's face—and then, after all save Mother and Dad were safe in bed, haven't you quietly stolen to the old stair landing to listen a bit, and heard Mother say: “Charlie, I wish you could have seen those youngsters eat.”

It didn't matter to Mother how many hours she spent in the kitchen—She fairly lived in the kitchen—for Mother's whole source of happiness, her every joy came from the things that she was able to make in her kitchen—and though it took twenty-four hours to make a batch of bread—every minute of the time was rich with anticipation of seeing us kiddies gathered around her pleading for fresh bread and brown sugar.



They were the happiest hours of Mother's life when, with us youngsters gathered around her, she took the bread from the oven

Tip-Top Bread is a wrapped bread—the grain is close—its soft crust and snowy center has earned it a regular place on thousands of tables. Hard Roll Bread has the crisp crust of the French bread and to many offers additional enjoyment.

Mother's Love was a part of her bread recipe—there never was a loaf baked in those days that didn't contain a generous portion of that “never-to-be-had-again” ingredient—Mother's Love.

We say Mother's bread was wonderful bread—that it set a standard never to be equalled—and we know whereof we speak.

Today the bread making is done in the bakeries—those wonderful modern bakeries—snow-white, spotlessly clean plants that are equipped in a manner to insure bread of the uttermost deliciousness and nutriment. Mother would have felt hurt to see them, for they would have robbed her of all that was dear to her—the pleasure of seeing our little faces beam with joyful contentment while eating of her handiwork.

Times have changed since then, and today in Our Big Modern Bakery we are trying to make bread so good that your enjoyment in it will rival those good old days of Mother's bread. Try a loaf of either Tip-Top Bread or Hard Roll Bread, and see how near we have come to those standards that your Mother set for us.



Petersen & Pegau Baking Co.

HARD ROLL BREAD  **insist on knowing where your Bread comes from**

DEMAND!

one of these famous brands—the label will protect you