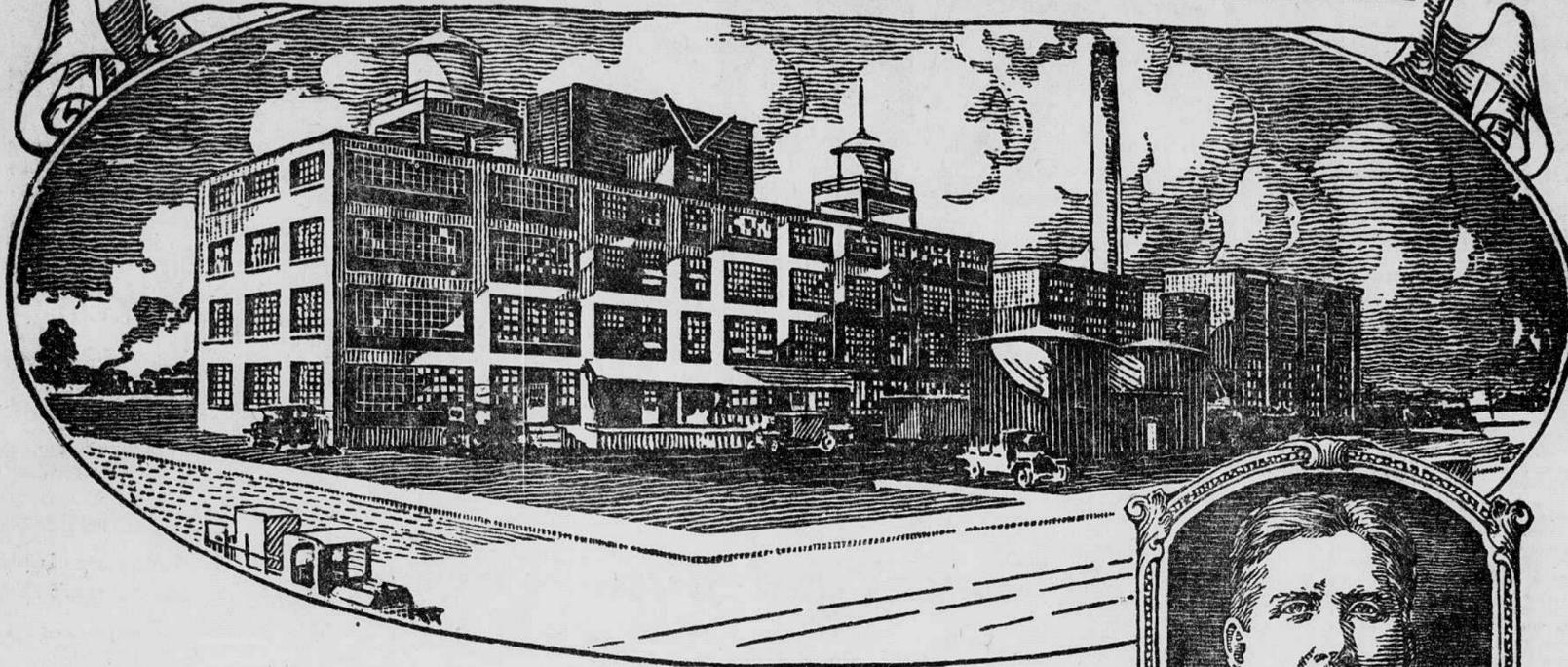


OUR NEW VITAMIN EXTRACTION PLANT



A LIFETIME AMBITION REALIZED —A WORLD NEED SUPPLIED

Announcing a great discovery resulting in the production of the world's first perfect white loaf
WARD'S VITOVIM BREAD



President
Ward Baking Company

MANY years ago as a boy of 15 while employed in my father's small bakery, I worked in the early morning hours and at the break of dawn, or earlier, went forth and delivered orders to customers of my own making. Then I returned in time for attendance at public school. At that early day I resolved to try to provide better and better bread.

My father had used a grocer's sign reading "Ward's Bread—None Better." This sign was not to my liking because to my boyish mind it conveyed a double meaning. It could be taken to mean that our bread was no better than other bakers' bread sold in our neighborhood. That idea was offensive to me and I succeeded in having my father change his advertising slogan so that the new signs read "Ward's Bread—Better than the Rest." Ever since that time I have been striving to keep that idea in mind and maintain that position.

I have kept my hand on the advertising of all Ward products and have always insisted on truth in advertising, never allowing advertising license to overstep the truth. I have always been ready with proof to sustain our claims and so in announcing our new loaf—VITOVIM, the Super-Bread—I pledge my word that no claim for it shall be made that is not justified by facts.

The enthusiasm throughout our entire personnel concerning our new loaf is so justifiably great that I realize more than ever the importance of truth in advertising, and the continuance of good faith to the public in return for the favor and patronage they have bestowed on our company enabling us to become the world's greatest bakers.

We now wish to announce our great discovery resulting in the production of "The Super-Loaf"—the world's first perfect white bread.

This advertisement tells about our discovery of a method of extracting vitamins, proteins and mineral salts, the vital elements of the wheat berry and restoring them to white bread.

Everyone knows that in the making of white flour, many of the most nutritious elements of wheat are lost. The vital "germ" or heart of the grain of wheat is its most nourishing and vitalizing part. Yet this "germ" and the

bran must be removed in the course of milling white flour.

It has long been known that the most essential food elements of wheat have been lost from food for men and women, nursing mothers and children, and turned into feed for hogs and cattle.

With my staff of expert bakers and learned scientists, I have tried for years to find the way to unlock the secret which would disclose a method of adding greater nutrition to white bread. Now at last we have succeeded and are introducing a new kind of bread which contains these vital elements of wheat in rich abundance.

We have been making good white bread for many years—the best, we believe, which could be made with the best of white flour, milk and other good materials. But we add to our new loaf these vital elements and our work and animal feeding tests have proved VITOVIM is the most perfect and nutritious bread ever produced. Our new process not only results in saving these most vital parts of the wheat, recovering from Nature's storehouse the vitamins and natural mineral salts, but involves the use of rich whole milk in quantities so large that no water at all is used in making the dough, thereby building up the protein content of the loaf to an extraordinary degree.

Indeed it might be called a loaf of bread and milk—two great foods in one, plus vitamins, plus mineral salts, plus proteins.

The final result is a delicious white bread in the familiar form of the best family or home-made loaf, to which have been added the vital and essential elements of whole wheat from the wheat "germ" and bran and also the nourishing qualities of milk.

But this is not all. Much is heard these days of vitamins and mineral salts. It has been discovered that these essential elements are absolutely necessary in human food. The vital parts of wheat which my company has learned how to save, contain abundant quantities of both vitamins and mineral nutrients, and especially of Vitamin B, most necessary for the healthy growth of children.

Milk also is rich in vitamins, mineral salts and proper proteins. In short, there have been added to our new loaf, exceptional

quantities of all the vital and essential food elements.

That is why we call it VITOVIM—The Super-Bread.

Our new process is the result of a large outlay of money, of patience and perseverance and our greatest reward will be in the knowledge that our discovery will ultimately be of immense benefit to mankind.

Long continued animal feeding tests by food scientists of our leading universities have proved the great nutritional value of our super loaf.

They pronounce it the first perfect white bread ever offered to mankind.

You will be interested to know that in these feeding tests, with absolutely nothing more than Vitovim Bread and Water, various test animals were raised to full growth, maturity and vigor, to breed and reproduce even to the third, fourth and continuous generations.

There never was a home-made loaf or any other loaf that could bring about the same result.

The above is a tremendous statement, made in full consciousness of its great importance and I have personally seen to it that it is fully warranted by the facts.

Our company has bread-making plants in the cities of New York, Brooklyn, Boston, Providence, Newark, Syracuse, Cleveland, Pittsburgh, Columbus, Youngstown, South Bend and Chicago, and distributes its products through the large majority of grocers and dealers in these cities and in the adjacent territory covering a radius of an average of fifty miles.

VITOVIM BREAD was placed on sale in territory served by our Boston and Providence plants only a few days ago. It will be impossible to place our new loaf within the reach of all our consumers at one and the same time, but it is our purpose to do so at the earliest practicable date. Our customers and distributors can easily realize that we must revolutionize to a large extent our manufacturing operations and reorganize our distributing and sales organization to keep pace with the new demands our great discovery places upon us, but we will do all that is humanly possible to reach all our trade in the very near future. In the meantime we caution our friends not to be imposed upon by

imitations or the fake claims of others, who will no doubt endeavor to cash in on our initiative and discovery. We are glad to be able to advise all our friends and caution all unscrupulous competitors, that both our loaf and our process are covered by U. S. and foreign patents, granted and pending, which will protect us—and the public—in our endeavor to supply this loaf of greater nutrition in all its scientific perfection to an ever increasing population.

Our own customers and consumers will naturally come first, entitled as they are to a justifiable preference and, after that, through expansion of territory and suitable trade relations we will endeavor to cover every section where there is a sufficient demand. It is our earnest desire to place this new super bread within the reach of all the people. However, before this can be fully accomplished, we may find it necessary to duplicate in other sections of the country our present great Vitamin extraction plant. This will take time and enterprise.

Meanwhile, we wish all to know that the trade names and labels applied to this new loaf have been protected as U. S. Registered Trade Marks and copyrighted so as to protect the public in every possible way against deceptions and substitutions.

Please remember that it took us more than a year to build our Warren extraction plant, and even if others were not barred by patents and trade marks they could not duplicate our results for years to come. The benefits of a discovery so great as this cannot be made available for the good of all without the necessary lapse of time for accomplishment. The development of the use of the electric light and the telephone are examples in point.

This perfected loaf of white wheat bread, "VITOVIM," with that other great crusader, Ward's 100% whole wheat loaf "Homespun," constitute our battery of nutrition for the masses and with these two great varieties of the "staff of life" we challenge the world to equal them in what they mean to the physical welfare of the human race.

As soon as our new super bread is available for daily distribution in this city and adjacent territory, you will be apprised of the fact by newspaper announcements.

Geo. S. Ward
PRESIDENT

WARD BAKING COMPANY