A WOMAN THOUGHT OF THIS

the Best way to open Schmidt's
Round Italian bread *or*
Schmidt's Round Rye bread

1

Hold loaf as shown in illustration to right.

2

With sharp knife cut wrapper just below first slice—cutting from center to bottom right and then from center to bottom left.

3

Fold wrapper back as shown in illustration—Note delicious aroma when package is opened.

4

Take out as many slices as you choose—Note the distinctive texture of each slice.

5

Now—fold wrapper toward you as shown—This gives you "bag" protection for freshness.

6

Keep loaf with folded wrapper down as shown.

ROUND RYE
This is the new Schmidts Round Rye Bread made popular by thousands of families who like it.

ROUND ITALIAN BREAD
This Schmidts Round Italian Bread made possible through the help of Italian bakers who know how to bake Italian Bread.

AT YOUR FRIENDLY GROCER'S NOW!

NEW..... ANOTHER SCHMIDT ROUND BREAD.....

When you want to know something . . . you ask people who really know . . . we went to leading Bakeries of Italian Bread to be sure that Schmidt's round Italian Bread would be authentic with the Italian taste that you want for your family.

At YOUR FRIENDLY Grocer NOW!

BAKED EXCLUSIVELY BY THE BAKERS OF

SCHMIDT'S* BLUE RIBBON *Bread

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