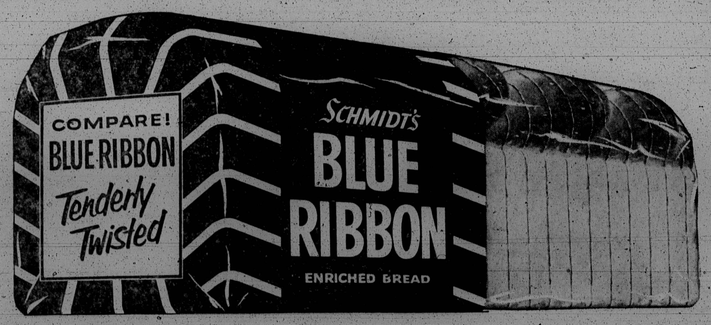
COMPARE

BLUE RIBBON BREAD IS TENDERLY TWISTED

UNTOUCHED BY HUMAN HANDS!

Two loaves in one,

twisted tenderly together to seal off the air pockets that rob ordinary bread of freshness and flavor! Then baked to golden brown perfection the slow-rising, old-fashioned way that locks in real bread flavor! Try a loaf of Tenderly Twisted Blue Ribbon Bread today!



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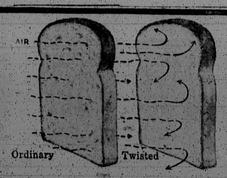
twisting makes the difference in SCHMIDT'S BLUE RIBBON

1 Two long, soft loaves twisted tenderly to reduce air pockets, seal in freshness and flavor.

2 Automatic mixing and baking brings each loaf to tender, golden brown perfection.



3 Tenderly Twisted slice has finer, smoother texture to seal off air, lock fresh flavor in. Ordinary slice lets air pass through to speed drying out.

On sale soon...
Yours at LOCAL PRICES

Hamm's

...the BEER refreshing as the land of sky blue waters.

Theo. Hamm Brewing Co., St. Paul, Minn., San Francisco, Los Angeles, Baltimore.