



INSIST ON THIS LOAF—TAKE NO OTHER

IT'S OVER OVER THERE

“And a Mighty Shout Went Up”

There has been no more loyal, no more helpful citizen in this great war than the baker. Things not dreamed of have been asked of him and he has shouldered his portion of the burden uncomplainingly. Every call for saving wheat, fats and sugar has been answered.

The Bakers Service Board has maintained an office at Washington with its national chairman constantly in touch with and called into council by the Food Administration. Through the state chairman it has been always at the service of the State Food Administration in every state, in every county, in every village. The bakers use 40 per cent of all the flour consumed in the United States. They save millions of barrels of flour for our boys and our allies over there. They were the first industry to organize Nationally and have been recognized by the Food Administration as the pioneers in suggestions for war control which have been used not only in their own but in many unrelated industries. We are justly proud of our industry.

For the few who did not co-operate we have only sorrow. They have their own condemnation as well as that of the entire community to face for all time to come. We wonder, “Would they help the kaiser now for a few paltry dimes?”

WHEAT BREAD ONCE MORE

Do you remember that sweet nutty flavored loaf many months ago called “Middle West,” which has been camouflaged for so long by the war? **IT IS HERE AGAIN.** No more corn meal, corn flour, corn flakes, corn starch, barley, rye, rice, or other what not for substitutes masquerading as wheat. It's all off now and it's all over. Uncle Sam is going to take all the substitutes we have in stock off our hands.

WHY BAKE?

Beginning today you get wheat bread in a god old fashioned way—genuine MIDDLE WEST BREAD. You don't have to buy substitutes to throw away in order to get flour so you can have wheat bread. MIDDLE WEST is made from all-wheat flour in the largest, cleanest bakery in the Southwest.

MIDDLE WEST BAKING COMPANY