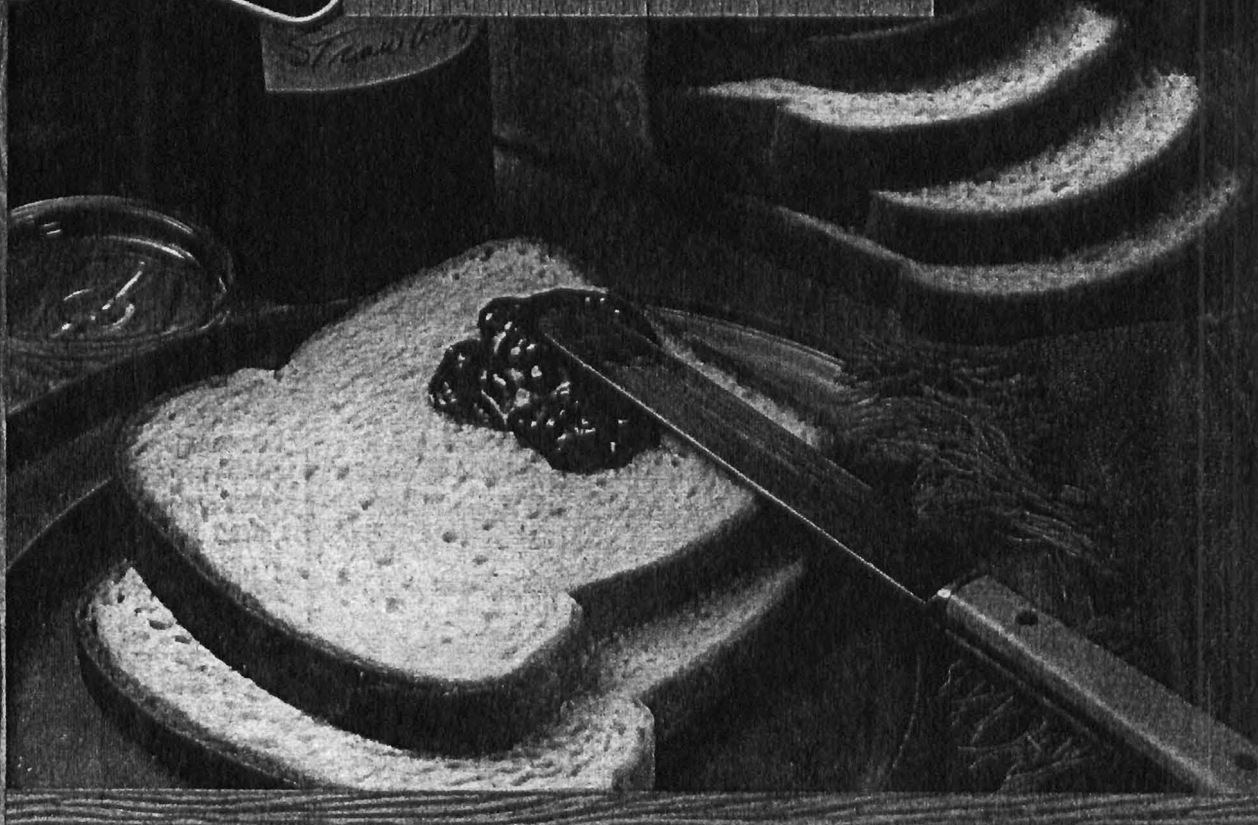




PEPPERIDGE FARM



Remember when the only thing you liked better than your Mom's homemade jam was your Mom's home-baked white bread?

Pepperidge Farm remembers. And still bakes that kind of firm, rich, crispy-cruusted bread today.

Character. That's what your Mother's bread had. And that's the kind of bread we absolutely *insist* on at Pepperidge Farm. A white bread with true, old-fashioned taste. And a good, firm texture.

There's only one way to bake bread like that. Baked slowly, using the same kind of wholesome ingredients your Mother used. Milk and Grade AA sweet creamery butter. Natural honey, unbleached white flour, and fresh yeast.



We take this extra care because Pepperidge Farm believes the world still yearns for the kind of rich, wholesome bread your Mother used to bake. And because Pepperidge Farm remembers.



JULY 24, 1971 15.41