INSULIN, that miracle worker which has added many useful years to the lives of diabetics, was one of the greatest discoveries of all medical science. Yet, even with the use of insulin, existence for the diabetic was a precarious one until further research gave us our newer knowledge of nutrition and enabled us to select the necessary well-balanced foods for more normal growth and for the maintenance of bodily strength.

The lack of bread has always been one of the great hardships of those who must carefully restrict their diets in carbohydrates. Our natural taste and desire for good bread could never be satisfied by the unpalatable, heavy substitutes that were so widely used.

What a blessing if someone were to produce a good loaf of bread with all the hunger-satisfying and body-sustaining powers of a true staff of life, and yet be so balanced in food values, so rich in essential nutrients, that it would meet the requirements of those special diets!

(Continued on next page)
Now everyone can eat good bread and Enjoy it!

IT WAS at the earnest request of a very dear friend that L. W. Haas, director of the Long Foundation of Food Research, a food chemist trained at the University of Heidelberg and famous for his scientific work in the baking industry, became interested in the problem. Associated with him in the Laboratories were two well-known food chemists, Dr. J. W. Read, graduate of the Universities of Nebraska and Minnesota, and Dr. H. O. Renner, trained in special food research in the Universities of Carlsburg and Dresden.

The result of their three years of research was a true staff of life for those whose diets must be restricted in carbohydrates.

Everyone can eat good bread

Now everyone can eat good bread—and enjoy it! The wonderful loaf of Proteo Bread (for it is indeed a wonderful achievement) contains the nutritious food values especially suited to diets which must be limited in carbohydrates. And it tastes so good—it is so satisfying—that everyone likes Proteo Bread.

You can really enjoy your meals with a slice or two of appetizing, satisfying Proteo Bread to make everything else taste better.

That’s good news, isn’t it?

CONVENIENT CALCULATIONS
Proteo Bread is baked in leaves weighing approximately 256 grams. Each slice of fresh bread, as indicated by the ridges on the crust, weighs 16 to 20 grams. So for convenience the calorie values per slice can be calculated as:

Carbohydrate, 4 grams = 16 calories
Protein, 5 grams = 20 calories
Fat, 1 gram = 4 calories
Per slice = 20 grams = 50 calories

IMAGINE breakfast tomorrow morning with a slice or two of fragrant, crispy, golden-brown buttered toast to start the day off right. It’s mouth-watering just to think about it. The other members of your family will eat it for its unique and pleasing flavor. Read more about this wonderful bread.

To the Physician and the Diethitian

PROTEO BREAD

<table>
<thead>
<tr>
<th>Moisture</th>
<th>28%</th>
<th>Calorie value per 50 grams of bread</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protein</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Carbohydrates (available)</td>
<td>48%</td>
<td></td>
</tr>
<tr>
<td>Salt, trace minerals, pentoses, etc. (by difference)</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Minerals (per)</td>
<td>(Ca = 0.03 P = 0.28 Fe = 0.005)</td>
<td></td>
</tr>
</tbody>
</table>

Cresol value 1.

Analysis certified by A. O. A. C. methods by The Long Laboratories, Chicago, Illinois.

Proteo Bread, as its name implies, is especially rich in essential proteins of high biological value. The natural proteins of whole wheat have been supplemented with those of other food groups, such as soy beans, chemically rich foods, milk, and yeast. The resulting "balance" of proteins is therefore relatively high in those amino acids which are essential for tissue building and repair, but lower in glucogenic value.

Proteo Bread is not only lower in carbohydrate content than most of the so-called diabetic breads found on the market, but it has none of their disadvantages of high glucogenic characteristics, protein deficiencies or unsatisfactory natures.

The carbohydrates, proteins and fat (Cresol) are so combined with an adequate mineral content (Ca, P, Fe, etc.) as to yield maximum nutritional and energy-giving values for this type of low-carbohydrate food. It is a highly nutritious bread, prepared from Nature's most perfect foods.

Proteo Bread is always uniform, because baked under strict scientific supervision and control and made to conform to the table of composition shown on the label.

Proteo Bread has been subjected to extensive clinical tests under varying conditions of hospital and private practice, with results most satisfactory to the physician and the diethitian. Patients show a high tolerance for Proteo Bread with other foods and respond gratefully to this satisfying food which answers their natural longing for good bread.

Proteo Foods, Inc.
155 North Clark Street
Chicago, Illinois

1 Please send me your free booklet that tells all about Proteo Bread.
2 Please send me your special trial offer coupon, to apply on the purchase of a loaf of Proteo Bread from my dealer.
3 Please send complete information and special offer on Proteo Bread to the following person.

Name: ______________________
Address: ___________________
City and State: ____________

4 My name is: ______________________
Address: ___________________
City and State: ____________