

NUM

# PROTEO



★ A BREAD FOR DIETS  
RESTRICTED IN  
STARCHES AND SUGARS

PLACE  
1½ CENT  
STAMP  
HERE



# SCIENCE ADDS JOY TO OUR MEALS

**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)*

From artist's sketch of Proteo Bread Exhibit, Medical Section, Hall of Science, at A Century of Progress.



## DETACH AND SEND TO A FRIEND

This is a souvenir of A Century of Progress. No doubt you have a friend or an acquaintance who would appreciate this information about Proteo Bread. Just write the name and address on the outside in the space provided. It will be stamped and mailed for you if left with the attendant at the Proteo Bread Exhibit, Hall of Science, at the Fair.

(FOLD BACK—THEN DETACH HERE)

Postage  
Will Be Paid  
by  
Addressee

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT No. 10788 SEC. 510 P. L. & R. CHICAGO, ILL.

**PROTEO FOODS**  
— INCORPORATED —

155 North Clark Street

Chicago, Illinois

No  
Postage Stamp  
Necessary  
If Mailed in the  
United States



# 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—is so satisfying—that everyone *likes* Proteo Bread.

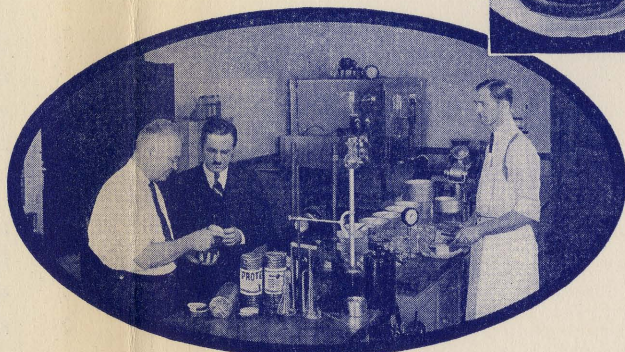
You can really enjoy your meals with a slice or two of appetizing, satisfying Proteo Bread to make everything else taste better.

That's good news, isn't it?

### CONVENIENT CALCULATIONS

Proteo Bread is baked in loaves weighing approximately 340 grams. Each slice of fresh bread, as indicated by the ridges on the crust, weighs 18 to 20 grams. So for convenience the calory values per slice can be calculated as:

Carbohydrate, 4 grams = 16 calories  
 Protein, 5 grams = 20 calories  
 Fat, 1½ grams = 14 calories  
 Per slice = 20 grams = 50 calories



A group of scientists worked for years in the famous laboratories of the Long Foundation of Food Research to find the ideal combination of essential food elements that make up Proteo Bread.

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 new bread.

## To the Physician and the Dietitian

### PROTEO BREAD

	Per cent	Calory value per 100 grams of bread
Moisture . . . . .	38.	—
Proteins . . . . .	24.	96.
Carbohydrates (available) . . . . .	20.	80.
Fat . . . . .	8.	72.
Cellulose substances, pentosans, etc. (by difference) . . . . .	6.	—
Mineral salts (ash) . . . . .	3.	—
(Ca—.209 P—.389 Fe—.005)		
Crude Fiber . . . . .	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 bean, 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 glucogenetic 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 glucogenetic characteristics, protein deficiencies or unpalatability.

The carbohydrates, proteins and fat (Crisco) are so combined with an adequate mineral content (Ca., P., Fe.) 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 dietitian. 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 BREAD**  
 Made from gluten, whole wheat and soya flours, with other essential food groups.

## USE THIS POST CARD

Discover for yourself the delightful taste and satisfaction of Proteo Bread. Fill out and mail the attached post card—or leave it at the Proteo Bread Exhibit, Hall of Science.

It will bring you, free, a beautiful booklet that tells all about Proteo Bread—how it is made, how it is saturated with ultra-violet light for greater purity, and all about its many special food values. Fill out the post card now.

## EVERYONE CAN EAT GOOD BREAD AGAIN

FILL OUT THIS CARD AND PLACE IN THE MAIL NOW

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