

Not so long ago a household investigator talked to housekeepers in New York's famous Park Avenue residential district. She found that many of the most exclusive families had adopted spreads for bread like Brednut.



## For Progressive Housekeepers

*A new food.*

*Smiles from your family. Smiles for your pocketbook.*

RECENTLY a noted foreign writer paid this high compliment to American women. He said, in effect: "American women are the quickest in the world to adopt new worthy ideas. Their eyes and minds are ever wide open on any subject; social relations, civic improvement, national and international politics."

Our writer should have added that American women are especially quick to adopt any new, worthy food idea. For American women do lead the world in their intelligent reception of food betterments.

*Made from pasteurized milk and rich tropical nuts.*

Can you imagine a more delightful combination than this: Pasteurized milk churned with the very cream of rich tropical nuts—nuts brought from luxuriant far-off islands?

No wonder children love Brednut. No wonder that the U. S. Department of Agriculture has issued special bulletins about foods like Brednut. In these bulletins you will find such important facts as these:

This class of foods is highly digestible. They have very high energy value—something like 3500 calories to the pound.

Husbands, too, comment on Brednut as a delicious new

The women of Michigan recently gave an outstanding example of this characteristic. Only a few months ago they were introduced to Brednut, the new spread for bread. Such a hearty welcome did they give this wholesome food that it was hard to keep up with orders.

But now we have caught up and you, too, can try Brednut. When you learn the following inviting facts we know that you will not lag behind Michigan housekeepers in using and asking your neighbors to use this delightful new spread for bread.

addition to the family table—a welcome new subtraction from the family expense.

Brednut is made under careful supervision; made in rooms of spotless white cleanliness. Brednut comes to you fresh from these perfect surroundings—uncolored—a pure white. With wholesome vegetable material which your grocer gives you, you can quickly color your Brednut to a rich, golden yellow.

Brednut, sweet, fresh and wholesome, now awaits you at your grocer's. To introduce you and your family to Brednut he will make two remarkable offers. See the details of these offers below:

### Save Your Brednut Cartons

A pound free for every 5 cartons  
This offer good until March 18th

In addition to the special offer on your first pound of Brednut your grocer will give you a pound free for every 5 cartons you return to him. In other words, 6 pounds for the price of 5. Whatever price you pay, the free extra pound brings down the average cost to approximately 23c per pound.

### Delightful Brednut Sandwiches



*Try them!*

### Brednut Toasted Chicken Sandwich

Toast the slices of bread then spread with Brednut. Cover one slice with lettuce, the other with sliced chicken and place together. Notice what a delicate flavor Brednut gives to this sandwich.

### Brednut, Cream Cheese and Pimiento Sandwich

Spread slices of bread with Brednut. Cream a cake of cream cheese with a fork until it becomes soft enough to spread easily. Add chopped pimientos to taste and spread between bread. Notice how well your Brednut spreads.

### Wholesale Distributors

**BROWN BROS.**  
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# BREDNUT

*The delicious new nut butter*

*(Made from pasteurized milk and rich tropical nuts)*

