



Makes Most Nourishing and Delicious Bread

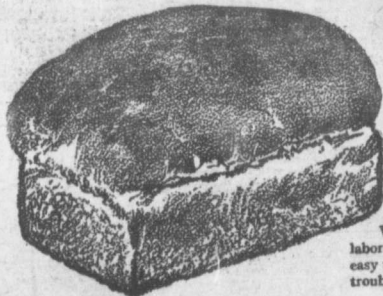
Every mother, who has the great responsibility of bringing up growing children, knows the importance of selecting the flour that will provide the highest possible nourishment in the bread that children use. When Cream of the West is used, old favorites, like bread and milk, become rare treats. What could be more nourishing!

When baking bread you surely owe it to yourself to select with care the flour that will provide the most nutrition and energy-producing power.

You can always depend upon the fullest nutrition value and rising quality of Canada's best hard wheat when you use

Cream of the West Flour

(Milled according to Government Standard)



You can afford to try our flour because it is made by one of the best equipped mills in all Canada, with every facility for maintaining its splendid reputation for nourishing quality. How everyone does enjoy the delicious bread Cream of the West Flour makes! And what genuine satisfaction to have those great big loaves rise right up out of the pans, with crumb so white and even and the rich golden crust, crisp and sweet! Because it is made from Western Canada hard wheat, Cream of the West Flour is rich in gluten; this is not only a highly nourishing substance, but to it is due the rising quality of bread. Decidedly you should give Cream of the West the good trial it deserves.

Your Recipe Comes out Right

Wheats differ in strength in different localities. Our testing laboratory finds out the exact strength of the wheat we use; thus it is easy to keep our flour always at uniform strength. You have no baking troubles due to varying strength of your flour.

The Campbell Flour Mills Co., Limited, West Toronto, Ontario