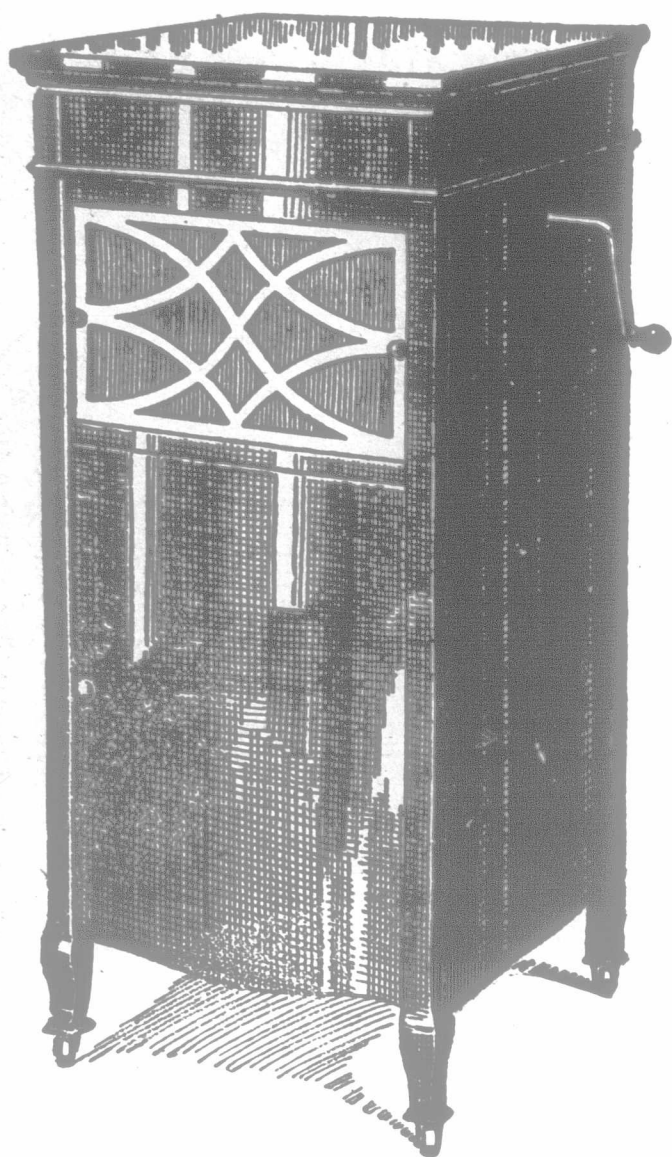


Five Large Phonographs



The Pathéphone

Five of these fine large phonographs, each with twelve records, given as first prizes in District Contests. Value, \$150. Size, 20' x 20½' x 44' high.

Splendid Prizes in Breadmaking Contests at Rural School Fairs in Ontario

At the Rural School Fairs to be held all over Ontario this fall, one of the greatest events will be the breadmaking contests, conducted under the auspices of the Campbell Flour Mills Company. The girls of the whole province will watch this contest with keenest interest, for \$2,000 worth of splendid prizes are to be won by girls between the ages of 12 and 18 years who bake the best loaves of bread with Cream of the West Flour. In this announcement we tell all about the conditions of the contest. Read them carefully; also read the full descriptions of prizes on the opposite page. Then decide to enter this contest, for every baking day counts between now and fair time.

For the Grand Prizes we offer five splendid big phonographs like the one pictured here. Isn't it a beauty! It costs with records, no less than \$150, and remember, we are offering five of these machines. You will agree that such a splendid prize is well worth any girl's while to try for with enthusiasm.

Think of the fine times you could have with this lovely instrument, your friends coming over of an evening to listen to big bands, orchestras and fine singers. Or you can stir things up by putting on a funny record if you like. Certainly the winners of these large cabinet phonographs will be the envy of the whole province. Make up your mind you are going to win. All you have to do if you wish to try for the phonograph and the other splendid prizes described on the opposite page is to bake one loaf of bread, under the conditions explained below, with

Cream of the West Flour

the hard wheat flour guaranteed for bread

If you are going to use good flour for your bread-baking, why not have "the very best"—Cream of the West. We know by long experience that it does make big, bulging loaves of the wholesomest, whitest, lightest bread that will make you proud of your baking. If you could just see the enthusiastic letters of appreciation received by us from hundreds of people, who would not think of using any other flour but this, we would never need to hold these contests. We know that once you try it you will want to use our flour all the time. That is why it is worth our while to offer you these splendid prizes, just to get you acquainted with Cream of the West—the hard wheat flour that is guaranteed for bread.

CONDITIONS OF CONTEST.

Every girl may compete, whether or not she attends school, providing that her 12th birthday occurs before November 1st, 1917, or her 18th birthday does not occur before November 1st, 1917.

One loaf of bread, to be baked from Cream of the West Flour, must be properly entered at your local Rural School Fair, 1917, accompanied by the part of the Cream of the West Flour bag which shows the face of the Old Miller. A certificate or entry form must be signed by the girl competing and by a parent or guardian; this certificate will state the name, date of birth, post office address and name of dealer from whom Cream of the West Flour was purchased. The entry form will also declare that the loaf was baked only by the girl in whose name the loaf is entered in the contest. These forms will be available at the time of the local Rural School Fair.

The breadmaking contest for the local prizes will be part of the local fair program. It will be judged and prizes awarded the same as for the other regular contests at the fair. The decisions of the Judges will be final.

Not more than one entry may be made by each girl, and not more than one local prize awarded to the same family.

Each loaf must be baked in a pan about 7 x 6 inches and 3 inches deep, and divided into two loaves so that they can be separated at the fair. One-half of the loaf will be cut at the School Fair and the judges will announce the winners there, and prizes be delivered as soon after as possible. The remaining half of the loaf winning first prize will be shipped

afterwards to the Ontario Agricultural College, Guelph, where it will be judged by Miss M. A. Purdy of the Department of Flour Testing and Breadmaking. Loaves shipped to Guelph will, of course, not be returned.

The Local Representative of the Department of Agriculture, who has charge of the Rural School Fairs in his district, will attend to the shipping to Guelph of each First Prize Loaf from each fair. A container will be furnished him for this purpose, and that is one reason why it is necessary to have the loaves of bread as nearly uniform size as possible.

The Standard upon which the loaves will be judged will be as follows:—

1. Appearance of Loaf..... 15 marks
 - (a) Color..... 5
 - (b) Texture of crust..... 5
 - (c) Shape of loaf..... 5
2. Texture of Crumb..... 40 marks
 - (a) Evenness..... 15
 - (b) Silkiness..... 20
 - (c) Color..... 5
3. Flavor of Bread..... 45 marks
 - (a) Taste..... 25
 - (b) Odor..... 20

Remember these when baking your bread. Each girl should practise baking as often as possible between now and the date of your school fair, but, if possible, the loaf to be exhibited should be baked the day before the fair so that it will be fresh for shipment to Guelph if it win a place in the Provincial contest.

The results of the District Contests will be announced as soon as possible after the conclusion of the Rural School Fairs in the Province.

nothing makes you a good breadmaker sooner than to enter a contest. That is why parents everywhere urge their daughters to enter this contest. Here is the list of prizes:—

Prizes at local Rural School Fairs—For the best loaf of bread baked with Cream of the West Flour the following handsome books are offered:—

- 1st Prize—Girl's Own Annual.
- 2nd Prize—Stories of Famous Men and Women.
- 3rd Prize—Britain Overseas.
- 4th Prize—The Queen's Gift Book.

Note—Unless the entries number six or more only first and second prizes will be awarded. Unless the entries number ten or more no fourth prize will be awarded. Be sure to read full descriptions of these prizes in this paper.

The District Prizes—If you win first prize at your local fair you automatically become a competitor for the Pathéphone without any further work on your part. One-half of the first-prize loaf is sent to Guelph to compete against the other first prize winners in your district. Remember that you are competing not against the province but against only the winners in the district.

- 1st Prize—Large Cabinet Pathéphone with 12 records. Total value, \$150.00.
- 2nd Prize—Set of Dickens' Works, 18 volumes.
- 3rd, 4th and 5th Prizes—Canuck Bread-Mixers.

Note—See full description of Prizes on opposite page.

Everyone can get Cream of the West Flour. If your grocer or dealer doesn't happen to have it, write to the Campbell Flour Mills Co., Ltd., Toronto, and you will promptly receive a letter telling you the nearest place to get it in your neighborhood.

Please note this: The winner of the Provincial prizes in last year's contest competed against the winners in half the province. There were two Provincial first prizes. This time your chances of winning the chief prize are very much enhanced, for you compete for the Pathéphone, etc., within a district comprising only a few counties. Five Pathéphones are now packed up in Toronto ready for the names and addresses of the fortunate winners. The Province will be divided into five districts, and particulars showing the names of the counties, etc., in each district will be published in a future advertisement.

Here is the plan: First of all you compete at your local Rural School Fair. From among the first prize winners at the local fairs, the winner of the Pathéphone is selected. The judging for the district prizes will be done by Miss M. A. Purdy of the Department of Flour Testing and Breadmaking at the Ontario Agricultural College, Guelph. You see we have the approval of the Ontario Government for this contest.

Isn't it well worth while to start right away to use Cream of the West Flour. Whether you win a prize or not your time is well spent;

Campbell Flour Mills Co., Limited, (West) Toronto

Keep this announcement for reference.

SEE OPPOSITE PAGE