The childish notion that the beauty of bread was in its whiteness became in some sort universally accepted. As if to the shapeless mass bread is under, the colors white, light or dark could, of themselves, give any gleam of beauty !

No, beautiful bread can only be good bread. The beauty of bread is in its look of well risen dough, cooked to a turn; it is in its sweet smell; it is in those indefinable qualities to which are attached the memory of the savoury delights and the beneficient comforts it has already given us.

The beauty of bread is but the reflection of its intrinsic qualities. It is beautiful, if it is appetizing. In a time and in a world where we voluntarily sacrifice the substance to the form, it can never be repeated too often that its whiteness will not even give it the superiority in appearance.

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But it is the taste, and not the look which should guide us in the choice of our food. How is it that in the irrational infatuation of the public, fascinated by the color of white bread, the delicious flavor of whole wheat bread did not protect it from the abandonment into which it fell so soon. Nothing explains this paradoxical fact if it be not that man is a capricious being, whose preferences like whose acts often disconcert reason.

The insipid taste of white bread cannot compare with the full and delicate flavor, rich in all the elements of wheat, that whole wheat bread presents. They recognize it in our days, those who have once tasted this incomparable food, and do not cease to look for it afterwards in the more and more rare places where it may be found. But, as extraordinary as this is, the greater number of our contemporaries do not even know the taste of whole wheat bread; and, to reinstate it in the place of honor it justly occupied as a food of former times, we shall, revealing its properties unknown to several generations, again cause that marvellous sapidity to be appreciated which is but the sensible sign of the richness and variety of its constituent elements.

By its complex composition, whole wheat bread is the most appropriate food for the divers needs of our organism.

White bread, divested of a part of the prosphorated fat, mineral salts and gluten of the wheat, deprived moreover of its ferments and of its diastases is of no more value than a starchy dough. If it has preserved the form of bread, it has lost the substance.

It matters little that scientific calculations — which although establishing the degradation of wheat in white flour — attribute to white bread, for a given weight, a higher number of calories than to whole wheat bread. Food value is not so much derived from the concentration of nutritive elements of any