



How Mrs. Smith Solved the Mystery

"I'VE followed the recipe most carefully in every particular," declared the bride. "I mixed and kneaded the dough properly. Why in the world does my bread not come out well like other folks'? It's a mystery to me!"

"It's simple," said her neighbor, "it's the flour. If you want your bread to come out always right you must have flour that is always the same *unchanging* good quality."

"Do flours vary in quality?"

"Naturally they must," explained Mrs. Smith, "for wheats vary in strength in different localities. Some wheats contain more gluten than others. And plenty of gluten is necessary in the flour because that is the elastic substance which helps the yeast to make the bread to rise properly. It is highly nutritious."

"If you want your bread always to come out right, take my advice, follow the recipe exactly, but use

Cream of the West Flour

(Milled according to Government Standard)

"But why this particular flour?" asked the bride. "Because it is a good, strong, high gluten flour for bread, and its quality is always uniform; it never varies."

"How can one know it never varies?"

"Because Campbells test samples of all the wheat they get to find out just what it contains. So it is easy for them to keep it uniformly good. I'll show you my own bread," offered Mrs. Smith. She

went across the way to her home and returned with a splendid swelling loaf.

The bride tasted it and was delighted. "Oh, if I could only make bread like that!" she exclaimed.

"Certainly you can," said her neighbour, "Cream of the West is a dandy flour for bread. I ought to know for I have used it for years, I'm sure you'll be just as satisfied as I am with it. Try it, my dear."

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