The Evening Telegram, St. John's, Newfoundland, April 12, 1912-2
You never realized what a difference there could bè in quality. "Beaver" Flour loaf is compact like cake-the texture is fine-mooth, even, regular-the color beautifully Western wheat loaf is full of holes-texture, coarse-the color seems gray compared with the snowy whiteness of "Beaver" lour bread - and the flavor is almost tasteless. Beaver Flour has a quality all its own, because it is Manitoba spring wheat flour to increase the strength and make dough stand up in the oven
It is this combination-arrived at by years of experimenting and testing-that gives "Beaver" Flour both quality and quantity. It is because "Beater" Flour is a true blended flour and made of the best wheat bread and pastry, and best for both,
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