



What Aunt Margaret Learned

"HOW do you like my bread, Aunt Margaret?"
 "Splendidly," answered she whose many years of experience qualify her to render expert judgment.

"What are the qualities by which good bread is judged, Aunt Margaret?"

"Flavor, silky and even crumb, good brown

crust, large shapely loaves, and of course, the amount of nourishment. I must say your bread meets this standard just splendidly! We couldn't bake bread like that when I was a girl. How in the world do you accomplish it?"

"When you were as young as I, Aunt Margaret, there wasn't any Cream of the West Flour."

Cream of the West Flour

(Milled According to Government Standard)

"But why do you mention this particular flour, my dear?"

"Because Cream of the West is made specially for good bread from Western Canada hard wheat. This wheat has more gluten than other wheats. And gluten is very nourishing. That is why my bread goes so far."

"And you get such fine big loaves," remarked Aunt Margaret.

"The extra gluten in Cream of the West flour accounts for that, too. You see, gluten is a very elastic substance. It imprisons the little bubbles of gas created by the yeast and thus enables the bread to rise until it bulges away up out of the pans."

"But how do you manage to get such good bread ALWAYS?"

"Because Cream of the West is ALWAYS of uniform strength. The Campbell Flour Mills Company have an up-to-date scientific laboratory at their mills for testing wheat. The same class of wheat will naturally vary in strength in different localities at different times. A trained expert at the Campbell mills finds out exactly what is IN the wheat before it is used for Cream of the West flour. Then it is easy to maintain the high standard of quality, always the same—always dependable."

The Campbell Flour Mills Co., Limited, West Toronto

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151