



How to get big, delicious loaves of bread

FIRST of all, remember that all wheats are not alike, owing to differences of soil, climate and seed. No two mills grind just alike. Naturally the best equipped mills grinding Nature's finest Wheat can give you the most complete satisfaction with your bread recipe. Make certain of splendid big loaves of delicious and most highly nutritious bread by using

Cream ^{of the} West Flour

(Milled according to Government Standard)

The whole world seeks the Western Canada hard wheat. Why? When you realize how rich it is in gluten, you know why Cream of the West is famous for splendid big loaves of bread. The gluten is not only highly nutritious but, being an elastic substance, it imprisons the bubbles of yeast gas, thus making your bread rise into great big swelling loaves that will delight you and make you proud of

your baking every time you use our flour.

Due to the most modern and up-to-date equipment, including testing laboratory, Cream of the West flour is always the same high quality—it never varies, never disappoints you. So far as the flour is concerned, your recipe always comes out right. Certainly you should give Cream of the West a right good trial. Then you will use it always.

The Campbell Flour Mills Co. Limited, West Toronto

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