



Neal's Good Bread

THE LAST WORD IN MODERN BREAD-BAKING



Neal Plants, the Utmost In Cleanliness, Produce Highest Quality Bread

Neal Salesmen Carry To You Personality of the Company Which They Serve—Courtesy and Efficiency Exemplified.

Could one but turn back the pages time has written some 100 years ago and place therein the modern automobile plant and its products, it is easily to imagine the effect on the populace of those days. One can picture their amazement; see the people standing stupefied then racing to shelter, seeking hiding from the smothering demon; thinking that the end of the world had come. Were the modern methods of transportation set down before the people, comprehension of the progress of civilization would be stifled in the excitement of the moment. One could even imagine local uprisings as a protest to the intrusion of a menace. If such a stir would be created by only turning the pages of history back 100 years, then how much would a similar occurrence in some other industry affect the minds of those who dwell upon the earth 100 years before the birth of Christ? Take, for instance, the art of baking bread. Here is an industry which goes back to the days of the Swam lake-dwellers, remains of which have been discovered in the form of calcined

cakes and rounded stones used for crushing grain. But it was long after this, records show, in fact to be exact, 168 B. C. before there were public bakers and bakehouses, crudely equipped to produce the bread which built up mighty nations. Suppose, then, the pages of civilization be turned back to then and a modern, 20th century baking establishment placed in the midst of the citizens. What turmoil would be created? What amazements would be given expression? What curses of the gods would be called down? What punishments would be meted out for daring to force on the people strange engines of industry, taking the place of slaves and criminals? Or would the modern baker's plant be accepted as a visitation? Something to be investigated, examined and reported on? It is doubtful. These are some of the impressions one gains from visiting a giant bakery like that of Neal Baking Company, Limited here. Looking back into the pages of ancient history one finds that they turned out crude bread which if placed on the tables of Canadian citizens to-day might be examined somewhat curiously by the interested, but more likely to be looked upon as a disgraceful effort at cooking, hurled, with epithets, into the garbage can. That is just one influence the progress of industrial and scientific development have made on mankind. But to see the massive ovens of



WABASH

Anniversary services which were conducted in the Methodist church last Sunday by Rev. Mr. McEwen, of Dresden, were largely attended. The church was nicely decorated with sheaves of grain, fruit and flowers and the choir rendered special anthems. On Monday evening a chicken supper was held in the church shed, followed by a good program, including selections by the Craig orchestra, of Dresden; readings by Miss Edna Babcock, of Dresden, and Miss Marguerite Campbell, of Turnerville, and vocal solos by Mr. Duffie, of Thamesville. Rev. Mr. Hazlewood acted as chairman and a speech was made by Rev. Mr. McEwen, of Dresden. The proceeds amounted to nearly \$100. Herbert Hawkins had the misfortune to break his arm while cranking a car. Mr. and Mrs. Hiram McDowell spent Sunday with the latter's parents, Mr. and Mrs. Sherman Marsh. Mr. and Mrs. Zalmon Hanon, of Zeno, spent Sunday with Mr. and Mrs. William Hanon. The Ladies' Aid Society will meet at the home of Miss Ellen Lloyd on Wednesday. Mr. and Mrs. Truman Low spent last week in St. Thomas. Mr. and Mrs. James Clark and Miss Clara Burke, of McKay's Corners, visited with Mr. and Mrs. James Wilson on Sunday. Mr. and Mrs. Ross Huff, of Chatham, and Mrs. Alice Pickard, of Algonac, spent Sunday with Mr. and Mrs. George Poeg. Gordon Phillips had an X-ray photograph of his arm taken in Chatham this week. A small piece of steel was discovered, which had to be removed.

Where Neal's Bread Is Made At Sarnia

The Neal plant, the great dough troughs, the more-than-human machines which thunder and turn out, properly weighed and proportioned, the dough ready for the pans, and then to think of the days when the meal was kneaded by feet, the dough rounded into small cakes placed on a heated stone and covered with ashes or left to "cook" in the sun, is to draw a comparison, the results of which are self-evident. If to-day you had to sit down at your table and pick ashes out of the crust of your bread before you could eat it, you would think more than twice before fixing your teeth in it. But if you lived back in early times most likely you would have had to do that, and be thankful that the privilege was yours. To-day, however, conditions are vastly different in this industry, or art, which dates back to so early a time. Machinery plays a big part in the production of thousands of loaves a day, one not a particle different from its neighbor. To gain an impression of just what the people of to-day demand, no better place could be visited than that of the Neal Company, on Carleton avenue.

CLEANLINESS
The plant, inside and out, breathes cleanliness. There is a lasting and favorable impression that the Neal Baking Company, Limited, is doing everything in its power to give citizens of London and Western Ontario a product that is deliciously fresh and clean, wholesome and health giving. Inspection of the storage bins reveals from the start cleanliness in the watchword. Floors, walls, ceilings, machines are kept spotless—clean and tidy as the kitchen of the most particular housewife. From the great dough troughs and mixing machines where the quality ingredients of Neal's Good White Bread are mixed, to the time when the loaves are wrapped, there is a constant watch kept to see that everything is up to the high standard of quality and sanitation demanded by the Neal Company. One sees the dough, after it is prepared, swept down into the gaping jaws of a giant divider where it is cut up and placed in pans and carried to the big ovens for baking.

HURRY AND HUSTLE
Everything is hustle and hurry. There is just so much time to accomplish a given task and start anew. This oven must be filled with its burden of wholesome bread—that oven must be cleared and the steaming, hot loaves, beautifully browned and crusted, made ready for delivery to the hundreds of

homes where mother and dad and the kiddies are waiting for them. One sees the bakers hard at work, wielding strange-wooden "spades," drawing from the interior of the ovens their golden-crusts, appetizing contents. Great racks are piled high with the bread, which, at times, is produced in many shapes and styles, something for each occasion, ready for delivery to many points in London and surrounding district.

Courteous salesmen bring the bread to your home, or supply your grocer from spotless wagons. Ever ready to assist, the Neal salesmen carry to you the personality of the company which they serve. Their wagons, seen in all the streets of London, reflect the degree of cleanliness which is exceeded at the plant and are a tribute to the company which takes such an interest in promoting the welfare of the community.

WALLACEBURG

Miss Myrtle Reynolds entertained a number of her young friends to a dancing party at her home, on Camp street, when a very jolly time was spent. Miss Susie Taylor and Miss Bernice Norman helped Miss Reynolds in serving refreshments. Mrs. Thos. Frye entertained 24 young friends in honor of her son, Dean, who leaves on Saturday to attend Toronto University. The evening was spent in playing rooks and in music, after which Mrs. Frye, assisted by Miss Maud Hooker with and Mrs. John Colby, served lunch. The following young ladies left on Tuesday morning to attend London Normal School: Misses Ione Bowles, Viola Bicum, Helen Doyle, Emma Pierce, Veronica Oullette, Margaret Dickenson, Eleanor Dickenson, Verna Young, Bernice Davis, Agnes Cole, Norma Mitchell, Elsie Kellett, Lottie Gibbins and Louise Hunter. Misses Beale and Mabel Lillis entertained to three tables of bridge in honor of Miss Marie Harding, of London, England. Frank Glasford left on Tuesday to resume his studies at Osgoode Hall, Toronto. Mr. Cecil Bell, of Toronto, representing the Dominion Alliance, preached two powerful sermons here on Sunday in Knox in the morning, and in the First Baptist Church in the evening. Mrs. N. F. Wray, nee Harriet Maude, sang a well-rendered solo in the First Baptist Church on Sunday evening. Mr. Floyd Jones, of Detroit, spent the week-end at his home in town.

It Requires Good Salt To Make Good Bread

"WINDSOR" suggests the parent plant of the Neal Baking Company, Limited, and the home of

PUREST AND BEST WINDSOR SALT

Where special grades are produced for all uses.

WE RECOMMEND EXTRA SPECIAL BUTTER SALT, DAIRY SALT, FACTORY-FILLED SALT AND TABLE SALT FOR BREADMAKING.

We also manufacture: Regal Brand, Free-running Table Salt, Cheese Salt, as well as ordinary Fine and Coarse Salt, for general farm purposes.

The Canadian Salt Company, Limited

WINDSOR ONTARIO.

THE whole of Ontario knows of the wonderful success of the Neal Baking Company, Limited. Only a firm scrupulously strict in demanding highest quality in the materials purchased could win as they have done. That's why they buy



ALBERTA FLOUR

from "millers who know how." We have a reputation to sustain also and we see to it that every sack shipped is worthy to bear the name of

EMPIRE FLOUR MILLS, Limited
ST. THOMAS, ONT.

**Windsor
St. Thomas**



**Sarnia
London**

THE MAJORITY OF THE HOMES IN ALL THESE CITIES AND MANY OF THE COUNTRY RESIDENTS TAKE

Neal's Good White Bread