

OREGON HISTORICAL SOCIETY

PAMPHLET

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CHOICE RECIPES

Prepared By
MRS. L. A. HUMPHREYS

CROWN MILLS
PORTLAND, OREGON

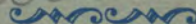


**THE FLOUR SUPREME
PURE—NOT BLEACHED**

**MAKES A LOAF OF
BETTER FLAVOR AND
KEEPING QUALITY
THAN BLEACHED FLOUR
BECAUSE
IT CONTAINS
ALL THE NATURAL OILS
FROM THE WHEAT**

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CROWN CAKE FLOUR

**PRODUCES CAKES OF FINEST
TEXTURE
PERFECT CAKES ARE NOT AN
ACCIDENT, BUT THE RESULT OF
MATERIALS CAREFULLY SELECTED
AND INTELLIGENTLY COMBINED
JOIN THE RANKS OF EXPERT
CAKE MAKERS
WITH
CROWN CAKE FLOUR!**



**WHY
CROWN Best Patent FLOUR
IS
“The Flour Supreme”**

Crown Mills have utilized the most modern methods of milling known to science in order to produce a flour that is incomparable for general use by the housewife.

Here are a few of the more important reasons why CROWN BEST PATENT FLOUR is unexcelled for home baking:

FIRST, it is made from a blend of different varieties of wheat used in balanced proportions to make a flour that is dependable and useable. Plenty of gluten is present to stand up well and produce the highest quality baked foods, yet it is not too tough for the housewife to handle.

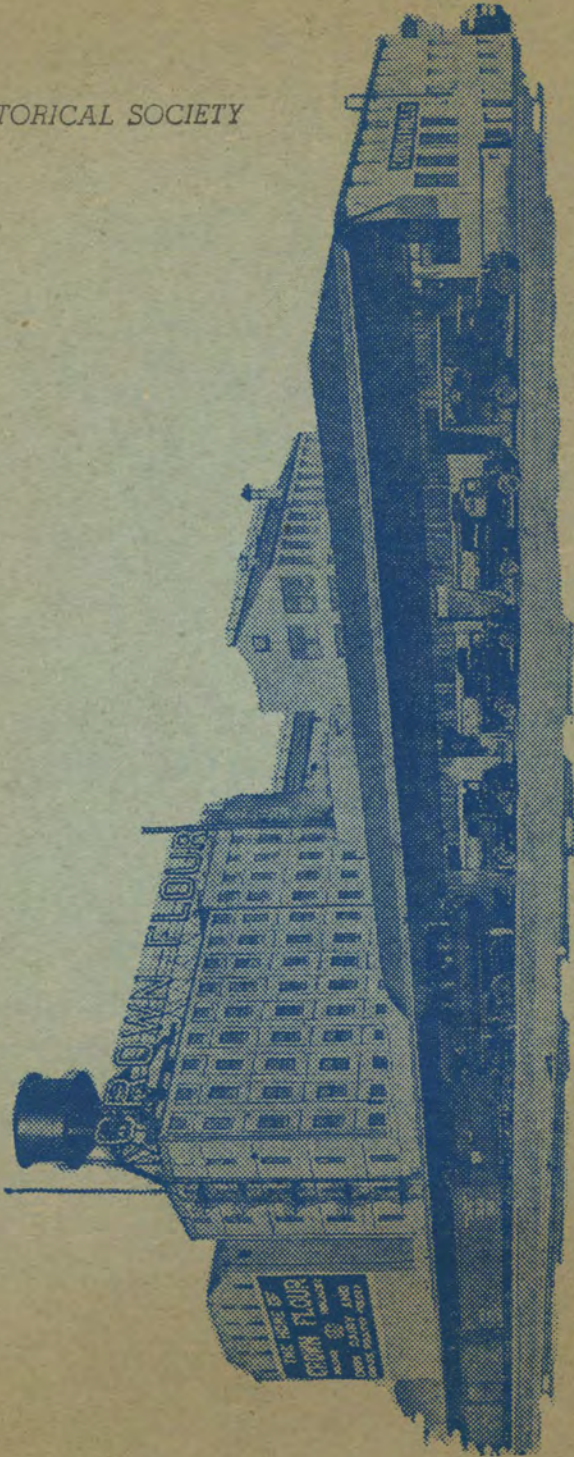
SECOND, every carload of wheat shipped to the Crown Mills is tested by our chemists before it is stored in bins so that they can tell how much of each to use. Furthermore, every blend of wheat is tested just before it is milled, to better check the accuracy of the blending.

THIRD, the actual milling is scientifically performed with the most up-to-date equipment. Highly skilled millers are on duty 24 hours a day to regulate the delicate machines and to see that all of the processes are functioning properly. All this goes to insure a high degree of dependability. Hence you may depend upon uniform baking performance from any sack of Crown Best Patent Flour.

FOURTH, the flour is exhaustively tested in the laboratory as the final check on its quality. Samples are taken from the mill at regular intervals and thoroughly tested. The chemists analyze the sample to see that the proper amounts of the various constituents are present. Then the baker makes a loaf of bread from the sample. The baking is done under uniform conditions and the baker watches the dough carefully to see that Crown Best Patent's high baking standards are maintained.

And last, but of great importance, is the fact that CROWN BEST PATENT IS NOT BLEACHED. The chemically active substances that are used to make flour white act upon the flavor-producing materials in the flour and partially destroy them. Hence, CROWN BEST PATENT—Not Bleached—produces bread with a natural wheaty, nut-like flavor that no bleached flour can produce. In addition, bread baked from unbleached flour will retain its moisture and stay fresh longer.

So use CROWN BEST PATENT FLOUR in your baking and you will get uniformly good results and your baked foods will be pure. They will have the delicious flavor that nature provided and a creamy appetizing color. Too, they will stay fresh for a much longer time.



Crown Mills—The Home of Crown Flour