

## To the Person

## Who Buys Bread For the Family

This is a straight-from-the- shoulder talk about

## Bickers



It is one thing to say you make good bread and quite another thing to make it.
All the fine words and happy phrases in the world will not make good bread. In these days of high cost of living every family is entitled to the best bread possible to get.
You must have bread, but that is no reason why you should eat any kind of bread.
When we say that we use the very best flour milled in Bricker's O. K. Bread, we mean exactly that. Nothing would give us greater pleasure than to have the public come to our bakery and ask to see what kind of flour we use and the other materials we use in Bricker's O. K. Bread.

There is no secret about the making of this bread. It is a simple process just like the bread you would make at home, excepting it is made uniform each time
The bread you would make at home would not be uniform each time. You would use, perhaps, a little more of this and a little less perhaps, a little more of this and a little less
of that and it would be good bread, but it of that and it would be good bread, but it
would be much better if it were made the same each time.
There is a great difference of opinion among bakers as to what kind of flour makes bread the easiest. Sometimes an inferior flour will the easiest. Sometimes an inferior flour will
make a loaf of bread, but it will not make the best loaf of bread.
Bricker's O. K. Bread is made in the good old-fashioned way-all wheat flour.
There is no question in our mind as to what is the best flour. We know what is the best flour and we use it. It costs us more, but it does not cost you any more.
You pay as much for an inferior loaf of bread as you do for Bricker's O. K. Bread.' If you pay less for other kinds you get less.

In these days you cannot get more of the same quality for less money and above all things it is folly to sacrifice your health and nourishment for price.

Bricker's O. K. Bread is a good size family loaf. It is as large as possibly can be made with the kind of flour we use at the popular price of bread per loaf.

Its flavor pleases, its quality satisfies.
You get more bread satisfaction and nutritron from Bricker's O. K. Bread thai: from any other kind.

## Bricker's West Shore Bakery

