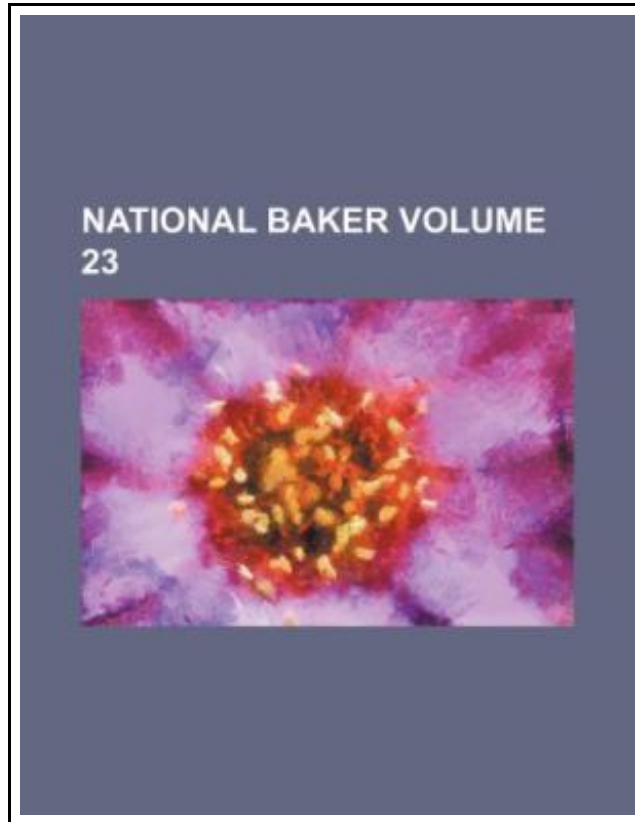


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Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1918 Excerpt: .Naturally, people could not help noticing this, and commenting upon it. And, naturally, the comments were favorable, especially as many a housekeeper, with the best will in the world, could not successfully use the substitutes to any great extent, because of ignorance. A line or two in the baker s advertising offering advice to those who had trouble using wheat flour substitutes was promptly taken advantage of by many purchasers of his goods, and he freely offered the benefit of his experience to these inquirers, as to proportions of the substitutes to use, and the factors tending to help or injure the product. Hurt me? he said, to somebody who said that he was injuring his own business by doing this. Not on your life! It pleases my customers, including a lot of new ones, to have me give them first-hand, expert advice on these matters, and I ll bet you not a bit more baking is done at home than formerly on account of it. It may save some spoiled batches of bread and may make some pastry good that might not have been otherwise; but that means the avoidance of waste, and not necessarily less business for me. What is more, it is first-rate advertising for me, and it s worth whatever it may cost in increased consumption of home products. It was during the recent Red Cross campaign, however, that the baker gave one of his cleverest demonstrations of business sense, as well...



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