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The average consumption of flour, per year, by each person in Canada, is about one barrel (196 lbs.).

Suppose you use an inferior flour at a saving of say 75 cents over the cost of a barrel of Royal Household Flour, that is just $6\frac{1}{2}$ cents a month —less than two cents per week.

But an inferior flour can yield only a portion of the nutriment you get out of "Royal Household" because cheap flours are poorly milled, contain a greater proportion of bran and shorts -the granules are not uniform-the bread is heavy-the texture is coarse -the flavor is tasteless or poor-the nutriment is not in it.

ROYAL HOUSEHOLD FLOUR. being perfectly milled, is uniform in



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