



OGILVIE'S STANDARD SPRING WHEAT FLOUR

THIS is the WAR FLOUR of the OGILVIE MILLS—a loyal product to conserve Canada's resources and, at the same time, give the public the best possible flour that can be milled according to the Government standard.

This War Flour is excellent in quality and flavour—but it is slightly darker in color than "ROYAL HOUSEHOLD" to which you have been accustomed.

It is just as hard for us to give up milling "ROYAL HOUSEHOLD" as it will be for you to forego your favorite brand; but our "STANDARD" Flour will nevertheless make delicious bread, rolls, biscuits, cake, pies and pastry. If you have any difficulty—just drop us a line; we have a staff of expert chemists and bakers, whose experience is at your service.

Just as soon as the Food Controller will allow us to mill "ROYAL HOUSEHOLD" again, we will tell you of this happy fact.

In the meantime, the new regulations—being in the best interests of Canada and the British Empire—demand the whole hearted support of the Millers and the Public.

Certain stores and dealers have stocks of "ROYAL HOUSEHOLD" still on hand. In order to avoid any confusion or misunderstanding, all "STANDARD" FLOUR will be plainly branded as such.

When all your "ROYAL HOUSEHOLD" is gone, make sure of getting the next best grade by ordering

OGILVIE'S STANDARD

Grocers everywhere have it,—don't forget to stipulate, "OGILVIE'S". It will be your surest guarantee of the highest grade obtainable.

The Ogilvie Flour Mills Co., Limited

Montreal — Fort William — Winnipeg — Medicine Hat.

Daily Capacity, 19,000 Barrels

The Largest Millers in the British Empire.