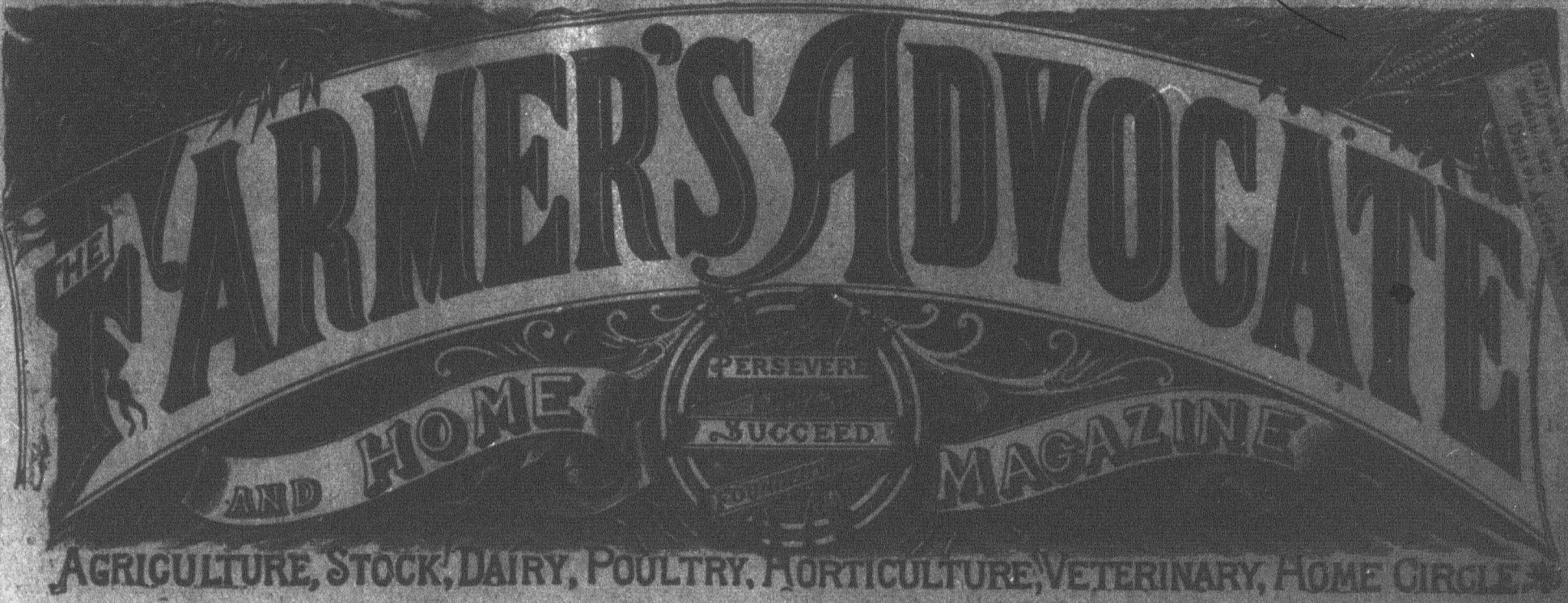


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This oven test means bake-day "luck"

If your baking results vary, you may find the reason in the flour. For there is only one way that a miller can assure you constant success. An oven test must be made.

So we take ten pounds of wheat from each shipment delivered at our mills. We grind this sample into flour. Then the flour is baked into bread.

If this bread proves to be the "lucky" kind--high in quality, large in quantity--we use the shipment. Otherwise we sell it.

You buy luck in
FLOUR bearing this name.

No need to merely
try your
luck.

PURITY

"More Bread and Better Bread"
and "Better Pastry Too"