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Housewives do you Study Food Values?

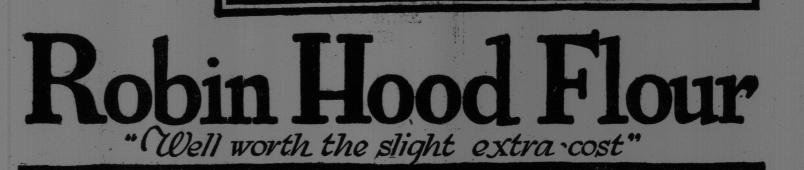
Those wonderful new recipes that you occasionally "try out"—the new kind of cake — the unusual savoury or salad—do you ever think whether they even contain sufficient nourishment to be worth the time and effort

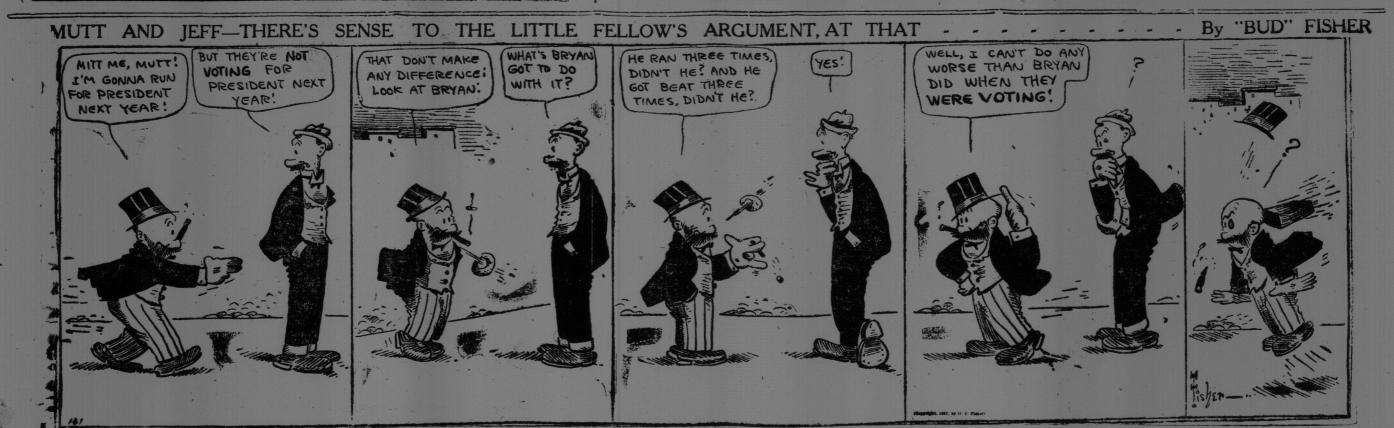
you have put into their preparation?

Do you realise that Bread contains the three greatest essentials of nourishment, viz.: heat-giving, flesh-forming and bonemaking properties? Therefore, the family that regards Bread as its principal article of food is likely to be better nourished.

Bake more Bread—bake better Bread—from ROBIN HOOD FLOUR—the Flour that yields the rich, creamy loaves of fine, flaky texture with the high golden crust.

Western Canadian Hard Spring Wheat is the finest in the world, and ROBIN HOOD is milled only from the pick of the crop. ROBIN HOOD works much easier in the dough, and due to the rich gluten in the wheat we use, actually yields more and better loaves to the sack than any other—this is the reason why it is guaranteed better.





It's a DOUBLE treat— Peppermint Jacket over Peppermint

gum

THE

FLAVOR

LASTS

10 for 5c

Candy jacket just "melts in your mouth" then you get the delectable gum center.

And with Wrigley's three old standbys also affording friendly aid to teeth, throat, breath, appetite and digestion.

Soothing, thirst-quenching. Making the next cigar taste better.