



If you knew that "Royal Household" Flour was more wholesome than any other flour, you would probably give it a preference. Would you not?

It is a fact that it is the most wholesome flour made, because it is the purest, the process by which it is milled eliminating quantities of impurities that are left in flour by the older and less scientific methods.

Bread made with "Royal Household" Flour is not only more wholesome, as a result of its purity, but keeps longer and tastes sweeter than bread made with any other flour.

And the big, snowy loaves of bread that "Royal Household" Flour turns out with their brown, crisp, crackling crusts, are but a hint of the deliciously light, flaky pastry that can also be made with it.

OGILVIE FLOUR MILLS CO., Limited,
MONTREAL, Canada.