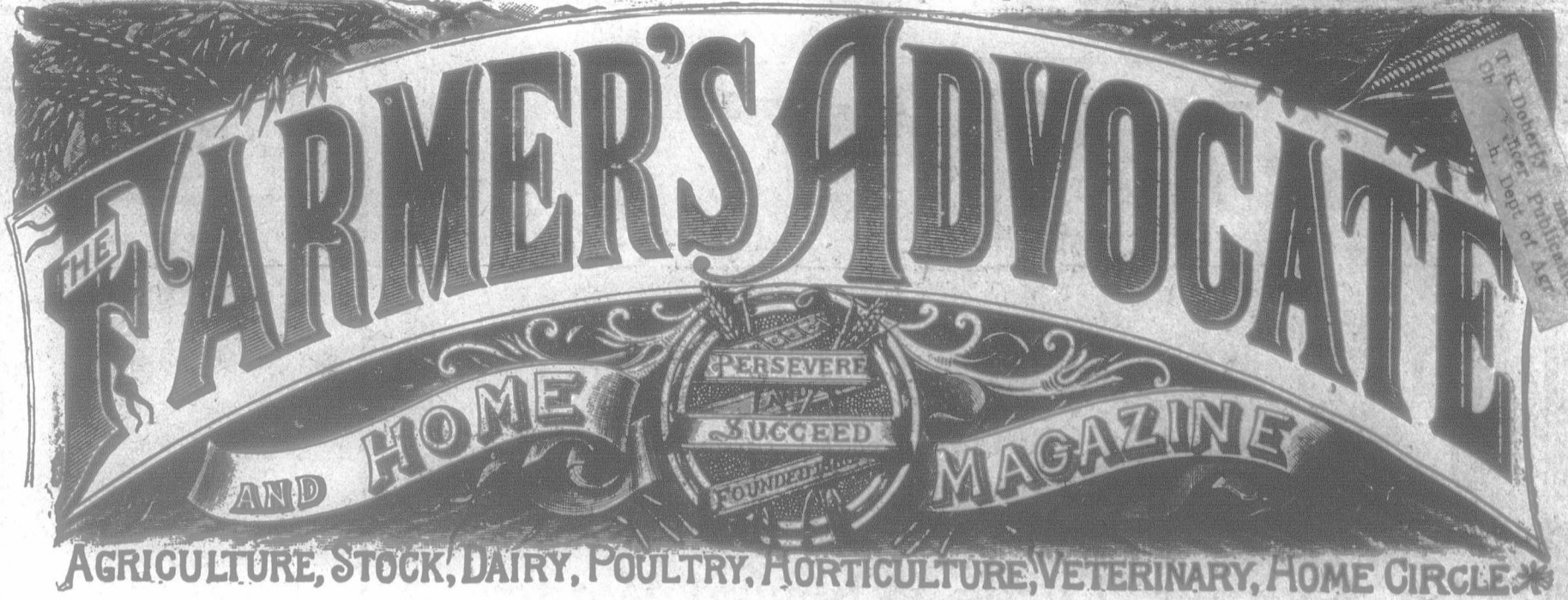


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Flour trial is essential but— it is not your work!

Flour varies from time to time in baking quality. This is because wheat continually varies according to soil conditions, etc.

Therefore, if baking results are to be constantly high, baking tests are essential. It is unreasonable to expect you to make these tests at your expense.

PURITY

So from each shipment of wheat delivered at our mills we take a ten-pound sample. This is ground into flour. Bread is baked from the flour. If this bread is high in quality and large in quantity, we use the shipment. Otherwise we sell it.

By simply asking for
bearing this name you can always
be sure of more bread
and better
bread.

FLOUR

“More Bread and Better Bread”
and “Better Pastry Too”