

Increase in Bread Prices

FOR years Neal's Bread has represented the highest achievement in bread making. It has given its makers a reputation they are proud of, and one that they jealously guard. Our many thousands of patrons have learned to know and appreciate this quality, and will accept nothing else.

Since the the first of May, 1917, that quality has been unflinchingly maintained without any increase in price, in spite of the advancing cost of material, fuel and labor.

After operating for the past few weeks at an actual financial loss, the Neal Baking Company is now faced with two alternatives:

Higher Price
or
Lower Quality



We know our patrons do not want us to lower the quality of our bread, and we will not do so under any circumstances.

We are sure that our patrons will be willing to pay a fair price for their bread, providing the quality is maintained.

Therefore, we are today forced to announce a new scale of prices:

NEAL'S

Standard 24-Ounce White Loaf, Unwrapped	-	12 Cents
Standard 24-Ounce White Loaf, Wrapped	- -	14 Cents
Standard 12-Ounce White Loaf, Wrapped	- -	8 Cents

By holding bread prices steady while the cost of other foods soared upwards, we have for more than two and a half years been helping the people of Western Ontario to fight the high cost of living.

We are confident that they will still co-operate with us, and give us their support in turning out the most nourishing, most economical pure food offered for sale in Western Ontario at the present time.

NEAL BAKING COMPANY, LIMITED

BREAD FACTORIES AT
WINDSOR, LONDON, SARNIA, ST. THOMAS