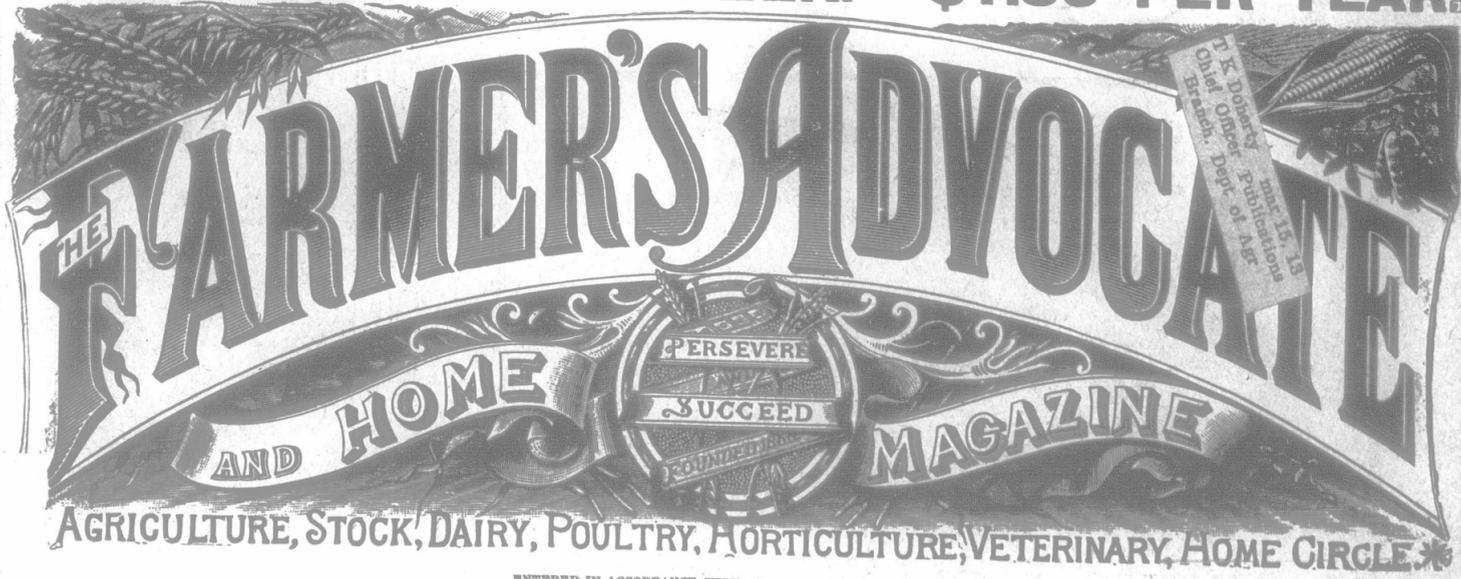


U. 1751. Detail of ... - Some new dates

PUBLISHED EVERY WEEK. \$1.50 PER YEAR.



*U.K. Domes by mar. 15. 13
Chas. O. Domes, Dept. of Agr.
Branch, ...*

ENTERED IN ACCORDANCE WITH THE COPYRIGHT ACT OF 1876.

Vol. XLVIII.

LONDON, ONTARIO, OCTOBER 9, 1913.

No. 1071

Convincing to Ladies— This Oven Test!

So that you may use less flour, we do what a home cook would do if she were in our place.

RECEIVED
OCT 10 1913
Publications Branch

From every shipment of wheat delivered at our mills we take a ten-pound sample. We grind this into flour. Bread is baked from the flour.

PURITY

We find that some samples make more bread and better bread than others. So we keep the shipment from which the more and better bread comes. The others we sell.

You save money by using that bears this name. And you get better bread.

FLOUR

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