

PUBLISHED EVERY WEEK. \$1.50 PER YEAR.

**THE FARMER'S ADVOCATE**  
AND HOME MAGAZINE

Director General Exp Farm  
dec 31, 18

\* AGRICULTURE, STOCK, DAIRY, POULTRY, HORTICULTURE, VETERINARY, HOME CIRCLE.\*

ENTERED IN ACCORDANCE WITH THE COPYRIGHT ACT OF 1875.

VOL. LIII.

LONDON, ONTARIO, JULY 11, 1918.

No. 1346

## SERVE BY SAVING WHEAT

To Fight, our armies must have plenty of food. We can all help by using substitutes for wheat flour.

CANADA FOOD BOARD  
LICENSE NOS.  
Flour 15, 16, 17, 18  
Cereal 2-009

SUBSTITUTE

# PURITY OATS

IN BREAD, ROLLS AND  
CAKE

WHEAT-SAVING RECIPES MAILED FREE  
ON REQUEST

Western Canada Flour Mills Co. Limited

HEAD OFFICE: TORONTO