

**Wonderful
Achievement in
Bread Baking**



**Neal's Bread Has
Not Advanced
in Price Since
May, 1917**

The Neal Baking Company at Least Has Stood by the People

Women, Read Every Word of This

Did you ever realize that the price of Neal's Bread has not been advanced even a fraction of a cent in the last two and a half years?

It's a fact! Since May, 1917, while everything else has been going up, up, UP, Neal's Bread has sold at the same price, although the wages we pay our employees have rapidly increased, delivery costs us more, materials are more expensive and fuel has gone in for aviation with the rest of things.

Why Neal's Bread Has Not Gone Up in Price

You ask how it is, with everything costing us more, that we can continue to keep our good bread down to the price of two and a half years ago? The answer is found in the wonderful growth of our business, which has enabled us to absorb the increased costs, giving us a bigger output and reducing our overhead expenses per loaf.

Baking at Home Is a Thing of the Past

Women have learned by experience and careful figuring that they cannot bake their own bread as economically or as uniformly good as the modern, well-equipped bread factory.

Now the up-to-date housekeeper is a clear thinker. She has realized that, with the evergrowing scarcity of domestic help, some things are better done outside of the home, and so, she has handed over the bread-baking toil to the scientific, modern baker, and why shouldn't she, when his profit is less than half a cent per loaf.

He always sends her a perfect loaf—a pure, clean loaf—rich in all those qualities that produce abounding health, because it contains the greatest possible amount of sustaining and nerve-restoring elements so vital to the children and to the grown-ups employed in the nerve-testing tension of the everyday business, professional or industrial world.

Good Business to Put Away the Woolen Shawl---Saves Fuel

The sensible housewife admits that it was good business to end the practice of home baking. She finds it saves her time and labor. She finds it saves FUEL.

Therefore, she gladly puts away the little old woolen shawl that used to be tucked around the pan of dough which she set back of the kitchen stove to rise.

Today she gets her bread fresh from the grocer or the baker, instead of preparing the weekly batch which was found to become stale and dry before it was all eaten.

With the serving of good wholesome fresh bread from the baker's at each meal, she notices with pleasure how each member of the family eats more of "the slice of life"—the most nourishing, yet most economical pure food that has blessed the human race since the beginning of time.

NEAL'S WHITE BREAD

EAT NEAL'S BREAD
Dry Toasted or Buttered for
BREAKFAST.

EAT NEAL'S BREAD
With Butter, or in Bread Pud-
dings for LUNCH or
DINNER.

EAT NEAL'S BREAD
With Marmalade or Preserves for
SUPPER, or with Hot Milk
on RETIRING.

Phone 1313 or 2173 and Arrange For Your Supply.

NEAL BAKING COMPANY, LIMITED

"A Good Company to Work For."

Bread Factories at WINDSOR, LONDON, ST. THOMAS, SARNIA