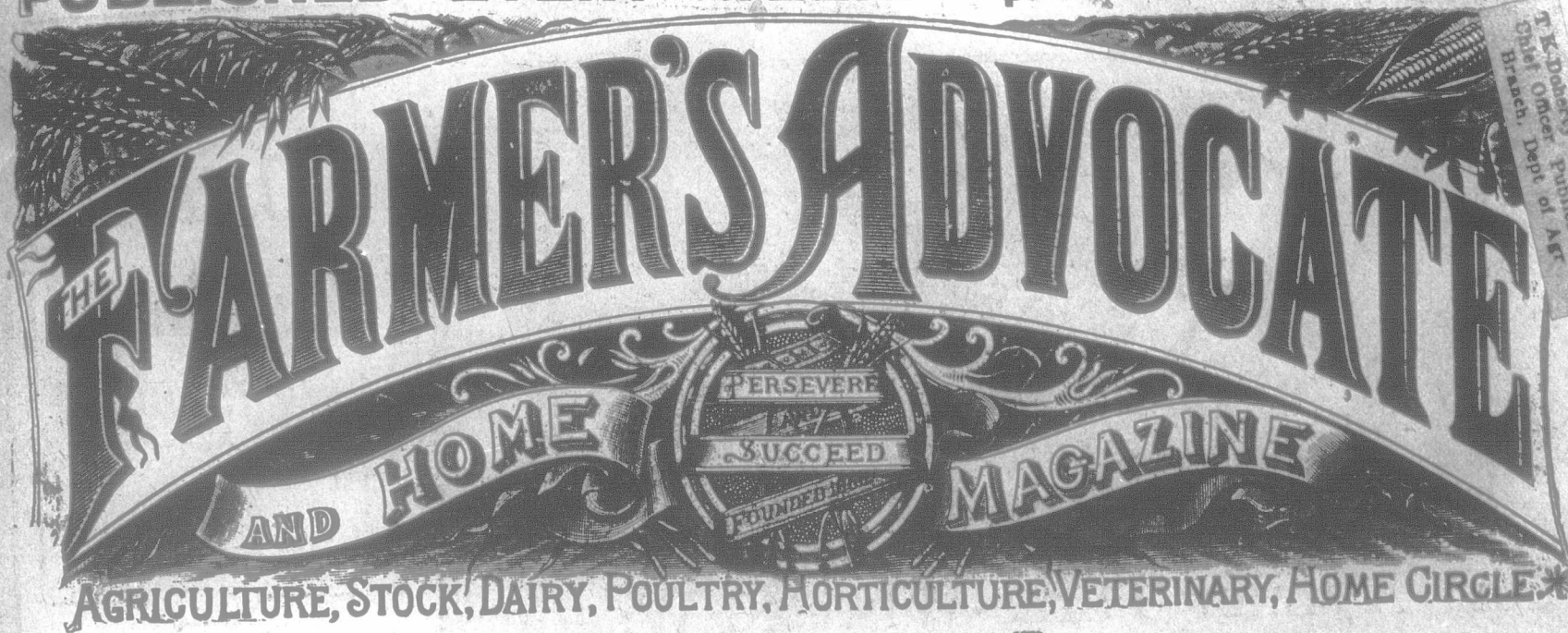


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For Baking Success —This Oven Test

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Success on some baking days can be expected, no matter what flour you use. But constant success is rarer. It can be assured in only one way. The miller must select his wheat by oven test.

So from each shipment of wheat we take ten pounds as a sample. We grind this into flour. Bread is baked from the flour.

If this bread is high in quality, large in quantity, we use the shipment from which it came. Otherwise we sell it.

Constant baking success comes as a matter of course from **FLOUR** bearing this name.

PURITY

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

526