



THE BEST PRESENT FOR EVERY FAMILY.

How the Flour is Tested.

Every Day it is Baked into Bread and Compared with all Other Flour on the Market.

The test of flour is bread. The flour is best that makes best bread.

It is very important to the Ogilvie Flour Mills Company to know that Royal Household Flour is the best on the market because this company has a very large investment in the new machinery and the patents by which Royal Household Flour is made, and making this investment profitable depends wholly upon Royal Household Flour being really better than any other flour.

Health Depends on Bread
Of course, it is equally important to the consumer of flour to have the best because health depends largely on bread, and bread depends wholly on flour.

Thus, the Ogilvie Flour Mills Company and the public both have a deep interest in the truth concerning flour. To ascertain the truth regarding flour—not only its own flour, but all the principal brands of flour upon the market—the Ogilvie Company maintain a bread-testing department.

This department is really a bakery. It is the most complete bakery in the world. It is the most scientific. It is the only bread-baking system

How the Bread is Made Ready for Baking.

This careful baking of each loaf of bread applies to the bread made of all the different kinds of flour, and not merely to bread made of Royal Household.

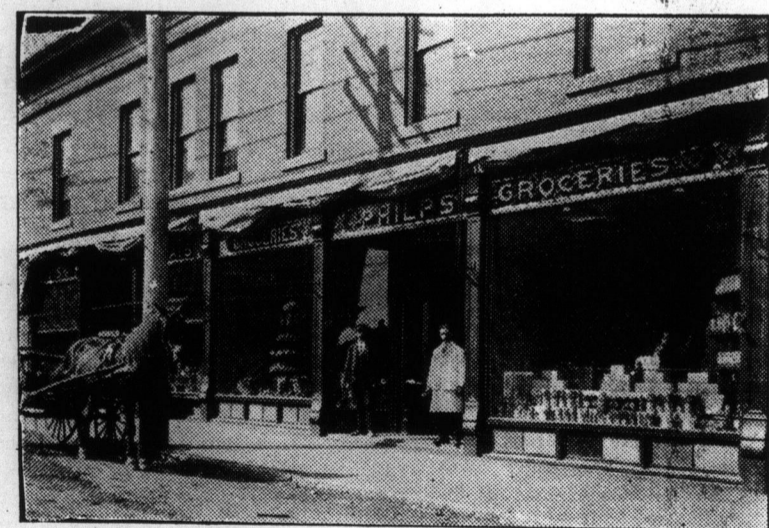
The bread that is made of other flour is baked exactly the same as that made of Royal Household.

The bread is made of each flour in exactly the same way.

Precisely the same amount of flour of the different brands and precisely the same amount of each of the ingredients that go to make the loaf are used in each instance.

The mixing is done at the same temperature and in an atmosphere that has exactly the same amount of moisture in it.

You see, the aim is not to produce a loaf of Royal Household bread that is better than other bread, but to produce loaves of bread from each brand of flour that will have just the same chance to bring out the quality of the flour that the Royal Household bread does.



STORE OF CHAS. S. PHILIPS, 1-15 Douglas Ave., St. John, N. B.

Why is so Important that the Test Should be Made

It is vitally important that the test should be absolutely fair.

The test is not made for the public or for advertising purposes.

Of course the public are welcome at any time to visit the Ogilvie establishment, see how the flour is made, see how the bread is made, and, of course, the Ogilvie bread-baking and bread-testing departments are, naturally, the best advertisement its flour can possibly have.

Truth is the best advertisement always.

But that is not the primary object. The primary object is to keep the Ogilvie Company posted as to the merits of the different flours that are competing for popular favor, and to enable them to be sure that Royal Household Flour is not only the best one day, but every day.

The success of the greatest flour company in the British Empire depends upon the superiority of the bread its flour makes.

The Bread-Room and The Bread-Bakers.

The rooms in which the baking is done are immaculate.

It would do the heart of a model housewife good to see how clean the paint is, how white the shelves are,



Part of the Laboratory in THE OGILVIE FLOUR MILLS CO.'S Office, Montreal.

how dainty the cooks are who make and bake the bread.

Superintending this room is a flour expert of national reputation.

He devotes his entire time to testing flour and bread for the Ogilvie Company.

How the Bread is Tested by the Bread Expert

The bread is tested in the afternoon about four o'clock.

It is becoming a habit with people who visit Montreal to make a point of being present when these tests are made.

To ascertain which is really the best flour on the market is so important a subject that it is not only engaging the attention of the grocers and housewives, but it is becoming a matter for consideration by such institutions as the Boards of Trade.

As the Ogilvie Flour Mills Company courts investigation of its flour, knowing that the more flour is investigated, the more firmly the superiority of Royal Household will be established,

it has extended to the Board of Trade, grocers, merchants, and the people of all communities a cordial invitation to visit its establishment and any reader of this article who calls at the Ogilvie establishment in Montreal for the purpose of seeing bread baked and tested, will be given every opportunity of learning the facts and will go away satisfied that the Ogilvie Company can safely invite every intelligent person to the keenest investigation of the merits of its product.

The testing itself is done in a room that looks like a chemical laboratory, which indeed it is.

The Bread is Studied in the Light

Each loaf is cut in two and the slices from different loaves are placed side by side where the light from the window falls upon them.

They are then examined by the expert very much as a silk-buyer or woman seeking some special shade of ribbon will examine texture and color in a store.

It is to note the quality and texture of the bread that this observation is made.

Much of the character of a loaf of bread can be determined by its color and texture.

Good bread proclaims itself by its appearance.

Next, the expert tests the odor of each loaf, for to the trained sense of smell of the bread expert bread tells a graphic story of its sweetness or its sourness.

Bread that is sweet in it smell is not only palatable to the taste, but easy of digestion and good for the health.

No Bran or Shorts in Pure Bread

When Mr. Brierley asked him, "Do you grind any of the portion of the wheat berry, except the inner portion, into your flour?"

The expert replied: "We make a perfect separation of the bran and shorts, and so our flour contains less bran and shorts than any other flour in the world. The amount of bran and shorts in the Royal Household is infinitesimal, while in the average flour it is a percentage that increases in the ratio of the cheapness of the flour. The cheaper a flour is the more bran and shorts it contains, and the less nutriment there is in it."

"A pound of Royal Household Flour will make more bread, and bread that is more nutritious and more easily digested, that will carry more vitality and force into the human system, than flour that is produced by any other process."

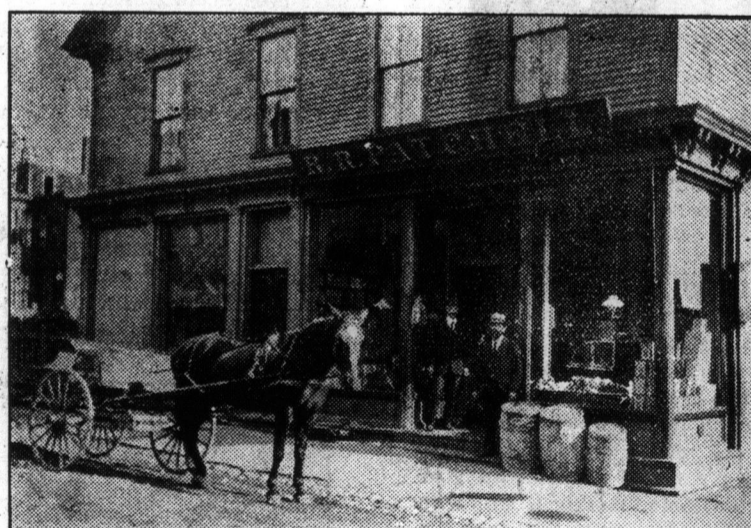
After Mr. Brierley had observed the various appliances by which the gluten, the fat, the ash, the nitrogen, the sugar, the water, and the acidity are determined in flour for the purpose of putting down figures in tabulated form he visited the room where samples of each day's millings of the Royal Household Company are kept duly labelled for the purpose of knowing that the flour made each day in each of the Ogilvie mills is exactly as good as the flour made on any other day, and thus the high standard of perfection is maintained. A miniature flour mill is exhibited in this room.

A Miniature Mill.

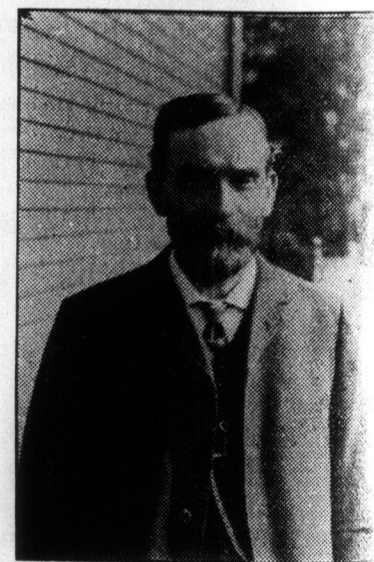
It operates on a small scale exactly the same as the mills themselves are operated on a large scale.

It illustrates the process of Royal milling.

"Where is your electrical process of purifying the flour?" was asked.



STORE OF R. R. PATCHELL, 71-75 Stanley Street, St. John, N. B.



Mr. R. R. Patchell.

Editor Brierley, of The Montreal Herald, was present at the testing of the bread recently.

He had heard of the testing department of the Ogilvie Company, and, being anxious to inform his readers of the new and important things of the world made a personal visit, where he was a guest of Mr. F. W. Thompson, the vice-president and managing director of the Ogilvie Company.

Mr. Brierley was very much impressed with the scientific and thorough nature of the test.

He asked many questions.

Why Good Bread is Pure White

He asked, for instance, "Why is it so necessary that bread should be white?"

"Be cause the whiteness of bread indicates its healthfulness."

"But is it not true that bran and shorts are healthy food for animals?"

"Yes, for animals, but not for human beings."

"Why not?"

"Because the human being does not have digestive organs that can digest the large amount of ash and fibre in bran and shorts."

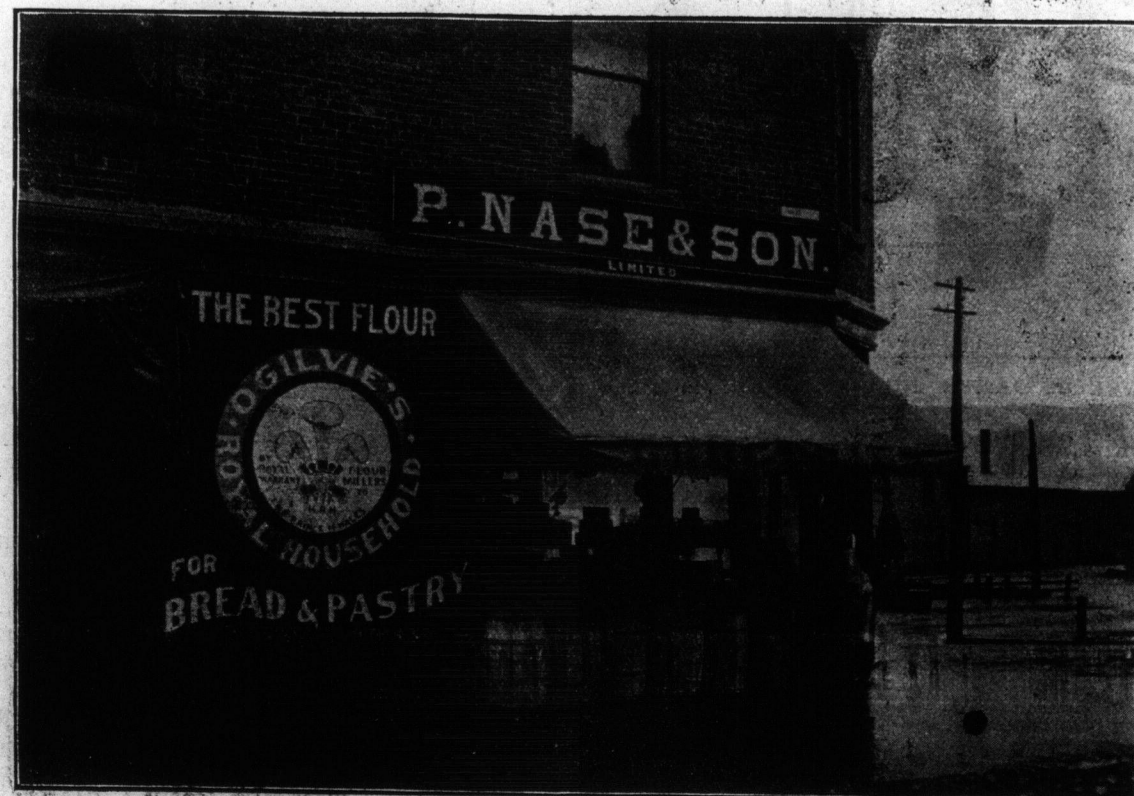
"How about brown bread?"

"It is indigestible to a large degree. Some people can digest it, but most people cannot."

"It is to be seen at the mills where it is used in the final purification of the flour. The process insures absolute purity. It is impossible for bacterial growth to exist after this treatment. This process is used in no other mill. That is because the patents to this mill are controlled in Canada by this company."

The Royal Household Mills—the only mills of importance in the Province of Quebec—belong to a chain of mills owned by the Ogilvie Milling Co. and from these the eastern part of Canada is supplied.

They are an interesting objective for a visitor to this city, and readers of this article are cordially invited to visit the mills as well as the Royal Household bread-testing department, when they visit Montreal. It is certain that the visit will prove interesting as illustrating the most perfect system of producing the staff of life, a system that takes out of flour everything that is not conducive to health and strength and puts into flour everything that makes perfection in bread and health.



STORE OF P. NASE & SON, Indiantown, St. John, N. B.

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