

# FEDERATION FLOUR

MILLED IN UNION COUNTY FROM CHOICEST GRANDE RONDE VALLEY WHEAT ---SOLD THRUOUT THE WEST

The flour that is being used exclusively by Mrs. Wiswell for her demonstrations this week at The Observer Cooking School -- selected for its creamy white color, its smooth uniformity, its high food flavor, its supreme baking qualities and its constant economy. Laboratory tests prove these points of superiority. Kitchen experience substantiates them everywhere.

## Attend These Cooking School Demonstrations

Mrs. Wiswell, who has conducted cooking schools throughout the United States knows good flour—and she has to have good flour.

Federation Hard Wheat Flour is being used exclusively in her demonstrations at the school. The delicious cakes, hot breads, cookies, etc., on her menus have Federation as their foundation. It's an economical flour because it's successful.

## Federation Flour Assures Good Food



### Better Than Mother's!

Making better bread than "Mother used to make" may be difficult, but Federation Flour will produce it. Not because you are necessarily a better cook than the women of the last generation but because the flour of today is better flour.

Modern milling methods, the latest equipment and expert grading, the finest wheat to be had—these things produce the pure, cream-white smooth consistency that is characteristic of Federation. It's a quality product milled in Union county from fine Union county wheat.

Take No Chances!  
Buy Federation!

## See What This Flour Will Do In Your Kitchen

You can be just as successful in your own kitchen as Mrs. Wiswell if you use Federation. No matter what your cooking needs, it will satisfy you.

Federation is economical to buy—and more economical to use. It will produce more loaves of bread to the sack, better cakes and pies, more good nourishment in every pound. Particular housewives have experimented and know—they demand Federation Hard Wheat.

## A Trial Sack Will Convince You

## Federation Flour Costs No More Than Ordinary Brands



### Hot Breads Are Easy

Hot breads, nut loaves, choice muffins, light, creamy biscuits—all of these are easy with Federation Flour in your bin.

And if you enjoy whole wheat muffins or bread our Whole Wheat Flour is as expertly milled and as highly successful as Federation. There's full value in every sack.

In laboratory tests conducted with dozens of brands in competition Federation Flour shows its superiority—yet it costs no more than the ordinary brands you are sometimes offered. Just as it proves an ideal flour for the exacting demands of Mrs. Wiswell in the Cooking School, so will it prove ideal for your own cooking.

We are proud of Federation and the record it has made for years in practical kitchens. We guarantee it in every respect. It is sold by all grocers—recommended by them. They know it's good. Phone for a sack today for good food's sake.

## Your Grocer Has It Ask for "Federation"

"Federation flour--the choice of the particular cook"



### Ideal For Fine Pastry

Some cooks think that pastries, fine cakes and particular baking requires expensive pastry flours. The practical cook knows better.

Mrs. Wiswell, using Federation exclusively, is producing delicious cakes and pastries during the Observer Cooking School. You can be as well pleased with your own efforts—buy Federation next time.