



NOT THE PRICE YOU PAY BUT THE SMILES YOU GET

That Count In Successful Meals

IT DOESN'T REQUIRE EXTRA MONEY TO PROVIDE GOOD MEALS. NO MATTER HOW MUCH AND HOW EXPENSIVE MATERIALS YOU MAY BUY — THE FOOD YOU PUT ON THE TABLE MIGHT BE A DISTINCT FAILURE. BUT IT DOES MATTER WHAT MATERIALS YOU BUY AND HOW YOU USE THEM. THE TEST IS IN THE KITCHEN AND IN THE PLEASURE AND HEALTH THAT RESULT FROM DELICIOUS MEALS.

You Can Pay a Higher Price for Flour But You Can't
Buy Higher Quality Than

FEDERATION FLOUR

There are other brands of flour, milled at distant points and shipped in at high freight rates, that cost the La Grande housewife more than Federation Flour. But the higher price doesn't provide a higher quality — as laboratory tests prove. Mrs. McClean is using Federation Flour exclusively in the Institute demonstrations — and the results she shows is evidence of quality flour well handled.

Pure, Rich
and
Uniform



The Best Food For Kiddies

High nutrition value makes Federation Flour ideal for bread and simple pastries — and wonderful baking qualities make it a joy to use. More laves to the sack, too!

The excellence of Federation Flour is not an accident. For several generations of milling the foundation for this fine flour has been laid. Combined with this experience is the most modern milling equipment and methods — and the choicest wheat that is produced in the Grande Ronde Valley. It is a home product that is sold all over the world and that is known for uniform quality.

Ideal for
Biscuits,
Pastry

TRY THOSE NEW RECIPES WITH
FEDERATION — YOU'LL LIKE IT!

TRY THOSE NEW RECIPES WITH
FEDERATION — YOU'LL LIKE IT!

Get a Sack Today!

Your Grocer Has It!

"Don't Say Flour — Say Federation"