

THESECRETOFSUCEESS Genuing Marit Required to Win the Peopli's Confidence


## Somebody's Folly

What folly it is to select our wheat-

Then wash and brush and scour it--

Then grind it 20 times-
Then sift it 10 times through silk.

What folly it is if, by all these precautions, we don't get a flour that is better than others.

But, if we do get it, what folly it is for housewives not to insist on this Gold Medal Flour.

Which of us makes the mistake?

Gold Medal Flour has come to outsell every other flour in existence.

Just because we take those precautions. And because millions of housewives, after countless comparisons, have discovered the merit of Gold Medal Flour.

Now they use in their baking just this cream of the flour - just these sifted-out granules-just


## Gold Medal Flour

The Fountain Head of Life Is The Stomach










