

The Constituents of Wheat

BRAN (the outer covering) — Indigestible fibrous matter.

FLOUR MATERIAL—Starch and gluten, low in food value.

GERM (the embryo plant)—Containing vitamins and natural salts.

White Bread

Is made from the starchy, glutenous portion of the wheat grain, containing NO Vitamins.

Wholemeal Bread

Is the product of the complete grain, including bran and fibre, containing only 1.5 per cent. of Vitamins.

PAVIS

The Vitamine Bread

is made from selected white flour surcharged with added quantities of the "golden germ," increasing the vitamins by 20 per cent.

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TO MY PEOPLE

(Lead, Kindly Light)

Doubtless you are aware England is now in the throes of her free trade policy—i.e., the open door. Prior to the war she was the receptacle for our enemies' goods and undesirables, thus allowing the latter to creep into every crevice of the Empire, to England's peril.

To remove past anomalies "Champion" suggests reasonable protection and a closed door to our enemies, which would enable England to be a much larger manufacturer, with better working conditions and wages for her workers, who have so nobly responded to the Empire's call.

Meantime—

Fortify on "CHAMPION" Muscle and

Courage-Raiser Flour

I have spoken—V., AUCKLAND.

PHONE 20-690.

[A CARD.]

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