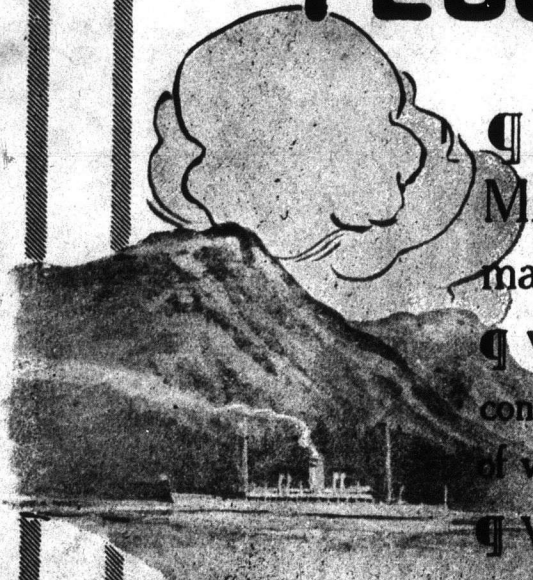




FLOUR--The Universal Food

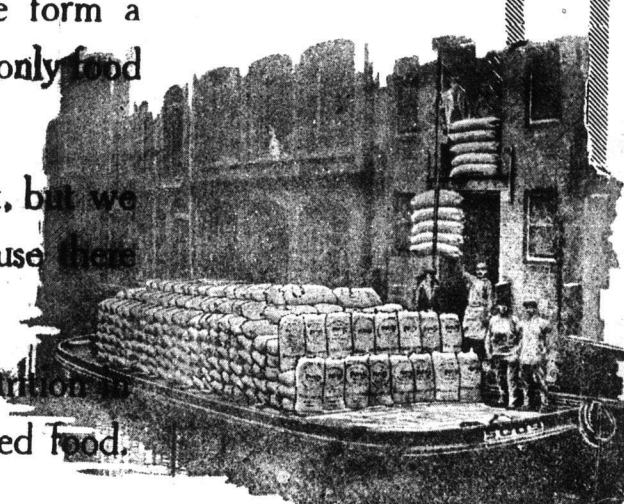


☐ White Flour is actually the Staff of Life. Millions of people scattered over the earth make bread their staple food.

☐ While meat, vegetables, eggs and dairy produce form a considerable part of our diet, yet BREAD is the only food of which we do not tire.

☐ We frequently vary our meat and vegetable diet, but we never change from bread to something else, because there is NO SUBSTITUTE for bread.

☐ White Flour contains the various elements of nutrition in proper proportion. It is therefore an ideal, balanced food.

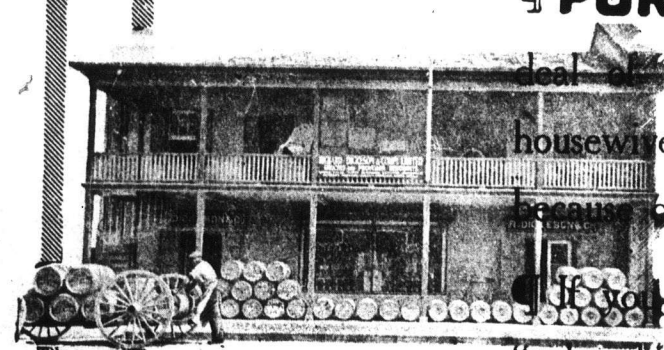


PURITY FLOUR

More Bread and Better Bread

is milled from selected western hard wheat under modern sanitary conditions. It is oven-tested at the mill. Every possible means is taken by grain buyer, chemist and miller to render **PURITY** uniform in quality and in baking strength.

☐ **PURITY** is "strong" flour. It absorbs a great deal of water—water does not cost anything. Many housewives have found that **PURITY** goes farther because of this fact.



☐ If you do not find **PURITY** to be better than the "other kind" of flour, return the unused portion to your grocer and he will cheerfully refund the money.



WESTERN CANADA FLOUR MILLS CO., LTD.,
MILLERS TO THE PEOPLE

