



**Your family** will appreciate the improvement in the lightness, whiteness and texture of your bread, pies, cakes and pastry, if you use

## **PURITY FLOUR**

**Your friends** who use **PURITY FLOUR** will tell you how good they find it.

**Your grocer** has it, or will get it.  
**and**

**You** will take no other when you've tried it once.

**"MORE BREAD AND BETTER BREAD"**

Western Canada Flour Mills Co. Ltd.  
**"MILLERS TO THE PEOPLE"**  
WINNIPEG GODERICH BRANDON