

Hank Higgins ran a rummy store
 Back East in Sleepy Hour;
 He handled herrings, shoes and tripe,
 Eggs, bacon, peas and flour.
 But when folks asked for first-class stuff,
 As chanced they sometimes would;
 Hank, lacking this, would smile and say
 "Here's something just as good."



Every housewife should demand and
 insist on getting

PURITY FLOUR

Famous for Making

More Bread and Better Bread



Housewives should remember that when a dealer
 recommends a brand of flour as "just as good" as

PURITY FLOUR

it is probable that he is making a larger profit on
 it than our price permits; and they will generally
 find that such a flour invariably costs them **less**
 in the **bag**, and inevitably **more** when their
baking returns are reckoned.



Western Canada Flour Mills Co., Ltd.

WINNIPEG GODERICH BRANDON

MILLERS TO THE PEOPLE