



# FULL MEASURE

**MADAME:**—If you went to the store and bought a 36-inch tape measure, and after spoiling many yards of good material you found that the tape actually measured 32 instead of 36 inches, would you not feel that you had been imposed upon?

Well—that's just what would happen to you if you asked your dealer for **PURITY FLOUR** and he succeeded in selling you the "just as good" kind under another trademark or under his own private brand.

## THE DEALER WHO SUBSTITUTES HAS A SELFISH REASON

He makes a greater immediate profit on the "just as good" flour than on **PURITY FLOUR**.

So, it's up to **YOU** to suit yourself and get what you want, or to take what the substitutor gives you and assist him to build up his business at **YOUR EXPENSE**. **PURITY FLOUR** means full measure.

Don't let the substitutor persuade you there is a "just as good" kind.

The dealer who gives you **PURITY FLOUR** when you ask for it is playing square with you and with us—he is giving you **FULL MEASURE**. He is selling you service in return for **YOUR** good will.

This advertisement is a salesman for

# PURITY FLOUR

More Bread and Better Bread

**WESTERN CANADA FLOUR MILLS CO., LIMITED**  
Millers to the People



**PURITY FLOUR**