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IT means that the flour contained in bags and barrels so trade-marked is decidedly whiter, a great deal stronger and more nutritious than other flours.

It means that the flour has been properly aged to mature its full strength.

It means

"More bread and better Bread"

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It means elimination of uncertainty—"your money back" if Purity fails to give entire satisfaction.

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THE Canadian Courier

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PUBLISHER'S TALK

WHICH will be Canada's characteristic in 1909—Pessimism or Optimism? The question may seem strange, since Canada has long been known as a country inhabited by Optimists. Nevertheless, Optimism is not as prevalent to-day as it was. This is due, not to a lack of faith in the country's future, but to the changed conditions. The settlers and the capital have come; it is the secondary problems which are disturbing us—the building of railways, the development of interior and exterior trade, and all the political and financial machinery required in national work.

UNDER these circumstances, we have deemed it best to investigate the situation and find out exactly why there is a seeming lack of Optimism. We publish this week a series of letters from leading financiers and manufacturers in which they give reasons for their faith or their lack of it. Next week we shall publish more.

ALSO, next week there will be a Curling Cover and some special material suitable to the Curling Season. It looks now as if the issue would be well filled with special features.

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'SPEY ROYAL'—when I'm dry,
Money—when I'm 'broke,'
Heaven—when I die."*

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