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Buy PURITY— the high-class flour

and do your duty to your cooking-ability

WITHOUT a high-class flour like PURITY you cannot do your duty to your cooking-ability.

A cheaper, weaker, ordinary flour cramps and puts a limit on your efficiency.

On the other hand PURITY FLOUR broadens your scope; provides you with unlimited opportunities to do ample justice to the cooking-ability of which you are so rightly proud.

PURITY FLOUR responds nobly to the skill of the cook. It yields the daintiest and most

delicate cakes. And pies so creamy, so delicious, your husband will vote you a wonder.



And such golden-brown biscuits, such griddle cakes, such buns, and such bread you

have never before succeeded in making, no matter how earnestly you've tried.

And the reason is not hard to discover. PURITY FLOUR consists exclusively of the high-grade portions of the best Western hard wheat berries.

Unlike ordinary flour, PURITY FLOUR contains no low-grade portions, nor is it weakened by mixing soft wheat flour with it.

PURITY FLOUR will cost you slightly more, because it costs us more to make. But it's worth the difference.

PURITY FLOUR

"More bread and better bread"

Reminder: Because of the *extra* strength and *extra* quality of PURITY FLOUR it requires *more* shortening when making pastry and *more* water when making bread.

Add PURITY FLOUR to your grocery list right now