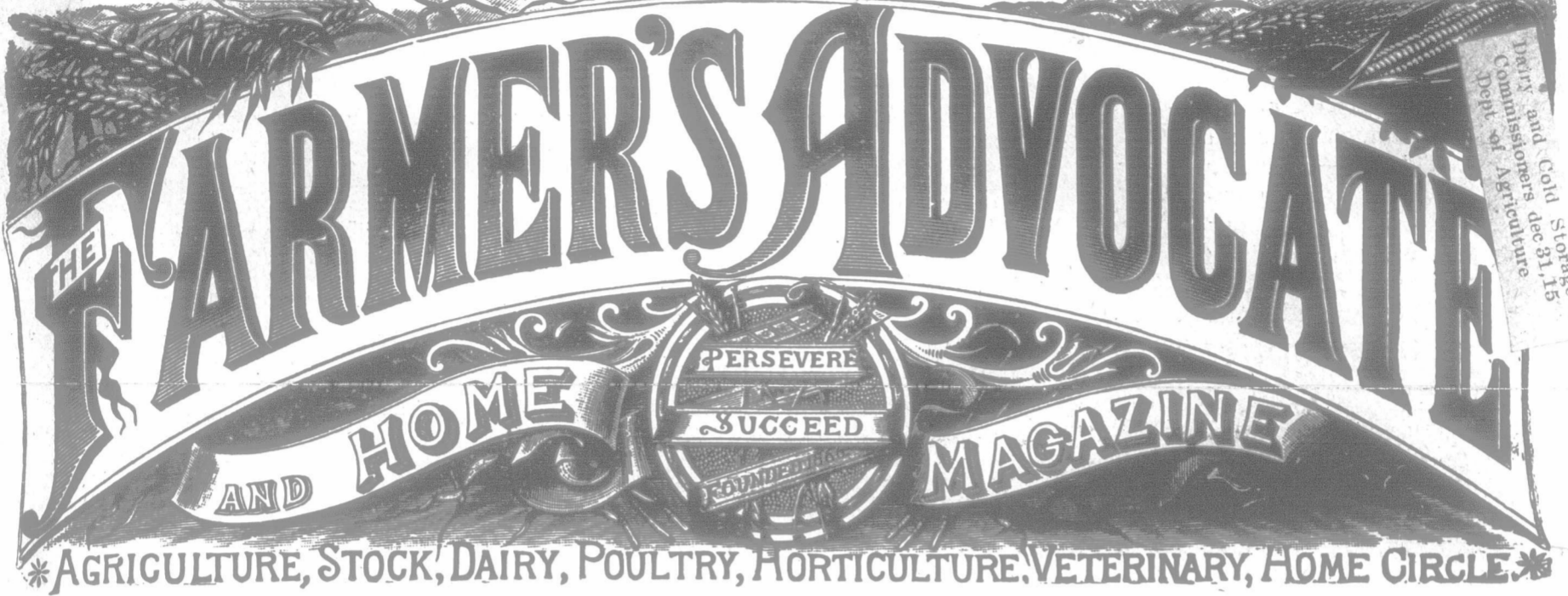


SEPTEMBER 9, 1915

PUBLISHED EVERY WEEK. \$1.50 PER YEAR.



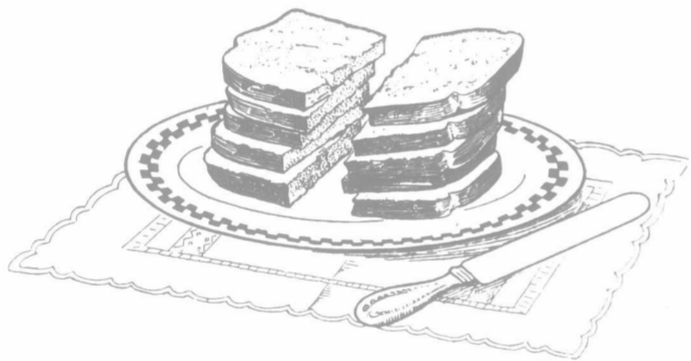
Dairy and Cold Storage
Commissioners Dec 31, 15
Dept. of Agriculture

ENTERED IN ACCORDANCE WITH THE COPYRIGHT ACT OF 1876.

Vol. L.

LONDON, ONTARIO, SEPTEMBER 9, 1915.

No. 1198



EAT MORE BREAD

Few people eat enough of what is rightly called "the staff of life"

FOOD authorities declare that wheat is the KING of all foods. It is the best food for growing children, the best for old age, the best for every age of life. It is best chiefly because it contains most of the life-building nitrogen, combined with the proper degree of starch.

Of all the forms in which wheat may be eaten, bread stands at the top. There is no food yet created that can take the place of good bread, "the staff of life."

The better the flour you use, the better, more wholesome bread you'll make. And better bread means the use of PURITY FLOUR.

Bread will be better, higher class, because PURITY FLOUR consists exclusively of the high-grade portion of the best Western hard wheat. There are no low-grade portions of the hard wheat berries,

nor the soft wheat flour, in it. It is all high-grade—a strong, vigorous flour. The loaves will be more nutritious, because they contain the high-quality nitrogen, gluten, starch and phosphates—the blood-enriching, body-building and life-sustaining elements of the world's strongest wheat. Think of the added enjoyment of eating bread

you know is so chock-full of wholesomeness. Think of the good it will do your children, your husband and yourself. Think of the wisdom of eating lots and lots of it, for it is a fact known to the medical profession, that few people eat enough of "the staff of life."

Of course PURITY FLOUR will cost you slightly more than ordinary flour. It's worth the difference. And it will make "more bread and better bread" for you than you can obtain from the same weight of ordinary flour.

And the pastry PURITY FLOUR makes! It's more delicious too, if you take the precaution to add more shortening than is required with ordinary flour. The extra strength of PURITY FLOUR requires the addition of more shortening for best pastry results.

Think of the PURITY trademark when you buy flour.

Add PURITY FLOUR to your grocery list right now.

PURITY FLOUR

"More bread and better bread"

