



May Nineteen-Twelve hold happiness,
 Good health and wealth in store;
 And seeing that it's Leap Year,
 Why—we wish you one day more!

PURITY FLOUR

By modern methods we produce the finest flour for making best biscuits, beautiful buns, captivating cakes, perfect pastry, peerless pies, tempting tartlets, etc.

PURITY FLOUR

is the result of perfect milling of perfect wheat. Because of its extra GOODNESS, it will stand more water than other flours, and so is more economical. Your first sack will prove to you that it yields

“MORE BREAD AND BETTER BREAD”



Western Canada Flour Mills Co.

LIMITED,

“Millers To The People”

WINNIPEG

GODERICH

BRANDON

