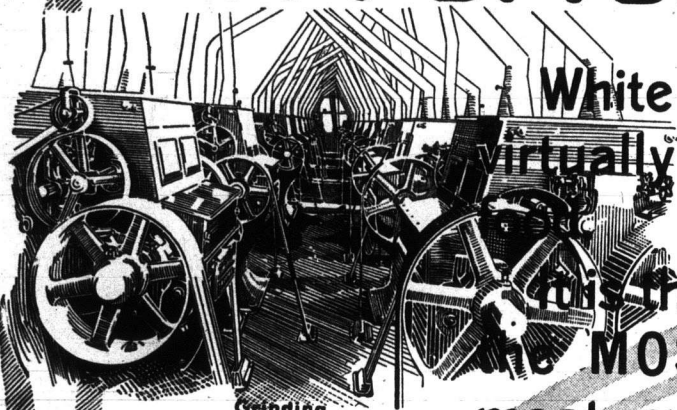


A Perfectly Balanced Food



Grinding
Rolls

White flour is recognized and used by virtually all civilized races as a staple

and is the **CHEAPEST** and at the same time the **MOST NUTRITIOUS** of foodstuffs; most nutritious because it contains in proper proportions those vital elements that renew tissue and furnish energy.

Compared on a money basis the energy (heat producing) ratio of flour and beef-sirloin is **TEN to ONE** in favor of flour.

PURITY FLOUR

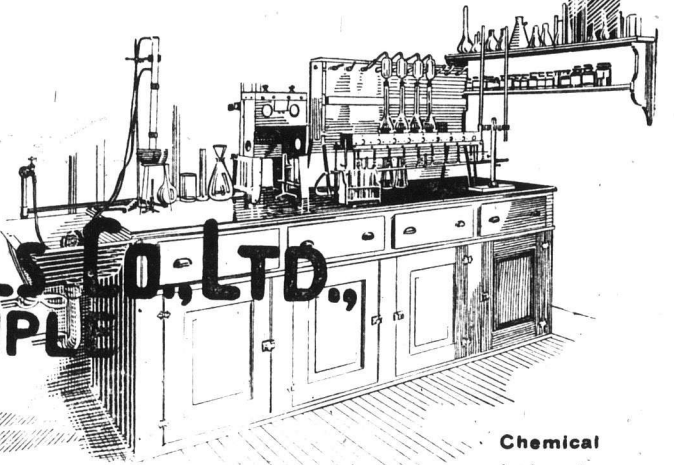
More Bread and Better Bread

is always **PURITY FLOUR** whether you buy it in Halifax, Vancouver or Winnipeg. This is because **PURITY** is milled to a rigid system. **PURITY** has become Canada's milling standard by reason of its high quality and its uniformity. A finer flour cannot be made.

When you buy **PURITY** you buy a flour of known goodness—known to the wholesaler and the retailer—known to the public.

Your grocer will refund your money if you do not find **PURITY** to be better than any other flour.

WESTERN CANADA FLOUR MILLS CO., LTD.,
MILLERS TO THE PEOPLE



Chemical
Laboratory