

FOREWORD



When kindly nature did her part nursing and strengthening our Western prairie soil to its wonderful fertility, when the hardy pioneers of the last century pushed their way in a thin line into the dormant wheat lands and with steady courage scratched the Earth's surface in the fight for life and subsistence—then was the foundation laid—then were the first painful efforts made, which to-day sees the name and fame of Canada spread to the ends of the Earth.

Toiling, struggling—gradually overcoming the hardships of a strange land, slowly adjusting themselves to the uncertain temper of the elements, experimenting, improving, failing but to recover and try again—but great as were the trials of these early pioneers—and tremendous as were their difficulties and disappointments—victory finally crowned their years of arduous endeavor and to-day their early dreams are realized in the waving acres, the rustling miles of golden grain—Canada's world renowned—Western Hard Spring Wheat.

Epochal as has been Canada's rise to prominence as the producer of the world's best wheat—her progress in the milling of this wonderful gift of nature has kept pace, step by step, and of those far seeing business men who laid the foundations of Canada's milling industry, none were quicker to appreciate the health and strength giving qualities of Canada's now famous Hard Spring Wheat, than the founders of the WESTERN CANADA FLOUR MILLS—none so keen to give to the world the best product of this the World's best wheat.

Thus for some twenty years a chain of massive mills of regularly increasing size have been grinding to capacity in their effort to keep pace with the world wide demand for PURITY FLOUR.

BETTER BREAD—DELICIOUS PASTRY