

When It Comes To Flour You Can't  
Do Better Than Stock

# PURITY FLOUR

"Purity" is just a plain dollars and *sense* proposition. It is a rich, nutritious, high-grade flour that sells to sensible people at a sensible price—and leaves a good margin of profit for you.

You owe it to your customers—to your own best business judgment—to sell flour of recognized merit. "Purity" is the one brand you'll delight in recommending to your personal friends and most particular customers.

*Prove* your claim to public confidence and trade. Purity Flour will do it for you—absolutely—positively—unmistakably. It will *always* "make good."



**Western Canada Flour Mills Company, Limited**

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster,  
Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich,  
Ottawa, Montreal and St. John, N.B.

## The Submarine Menace

necessitates the prohibition  
of export of all foodstuffs  
from the United Kingdom.

# SPRATT'S DOG CAKES

*Poultry Foods, Canary  
and Parrot Mixtures*

pending the removal of  
the embargo, can be ob-  
tained from

**SPRATT'S PATENT (America) LTD.**  
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited,  
24-25, Fenchurch Street, E.C. 3.

## Oh, Canada!

Our boys at the front are doing  
**Nobly.**

Are we doing our best to

**BACK OUR BOYS?**

Have **You** made up your mind to  
**BUY WAR BONDS**  
to the limit?

**"Carry On" Canada**

**Walter Woods & Company**  
HAMILTON - ONTARIO