



## The Testimony of the Camera

The above is a reproduction of an actual photograph of two exhibits of bread made at a recent Western Fair.

It is a striking example of the vast difference found in flours. Both samples of bread were made by the same exhibitor under exactly similar conditions and from the same quantities of ingredients. The larger loaves were made from **PURITY FLOUR**, the smaller ones from "the other kind of flour."

Some dealers still insist upon representing other flour as being "just as good as **PURITY FLOUR**." They invariably handle a flour costing less money than merchants handling **PURITY FLOUR** have to pay for it. Yet, they try to get the same price for the "just as good" flour as for **PURITY FLOUR**. When they can do so, they make double profits—the usual profit on the other flour and the difference between the price of it and **PURITY FLOUR**.

Wise dealers buy **PURITY FLOUR** and willingly pay more for it, knowing that it means satisfied customers. Don't hesitate to pay the trifle extra for **PURITY FLOUR**, because you use less flour (the flour goes further) to the same quantity of water (water costs nothing) and

**As The Camera Proves, You Get  
More Bread and Better Bread**

# PURITY FLOUR

The Big Loaf Kind

Sold by All Good Dealers