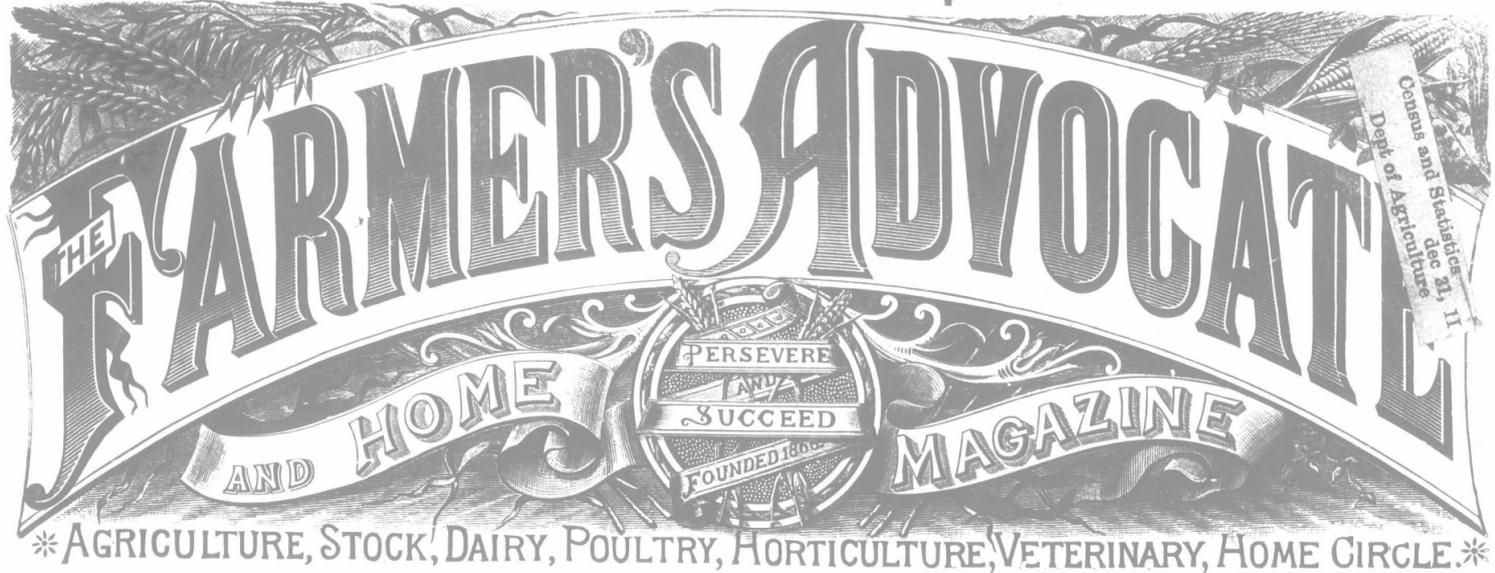


PUBLISHED EVERY WEEK. \$1.50 PER YEAR.



VOL. XLVI.

LONDON, ONTARIO, OCTOBER 12, 1911.

No. 994

## Feed Your Children Lots of Wholesome Bread Make it with PURITY FLOUR so it will be more nutritious

**I**N the words of Woods Hutchinson, one of America's most eminent physicians, "If a child is worth raising at all it is worth feeding upon the best and most nutritious food — and plenty of it."

And the medical profession is a unit in placing good wholesome bread among the best and most nutritious food for children. Many give it first place.

But some bread is more wholesome than others, depending upon the skill of the baker and the grade of flour used.

So if that boy or girl of yours is worth raising, make your bread of PURITY FLOUR.

The bread will be greater in food value, more nutritious, because it will be made of flour *consisting entirely of the high-grade portions of the No. 1 Western hard wheat berries.* It will contain the high-grade food elements; the high-grade gluten, phosphates and starch of the world's most vigorous wheat.

See that your children have lots of PURITY-FLOUR-BREAD. It's a well-known fact among physicians that a vast number of children don't eat enough bread. A child should be encouraged to eat an abundance of bread, so as to supply fuel for energy and building material for growing bones, flesh and muscle.

**REMINDER:** On account of the *extra* strength and *extra* quality of PURITY FLOUR *more* water must be added than ordinary flour requires for making bread. For best pastry results *more* shortening is needed.

Add PURITY FLOUR to your grocery list right now.

# PURITY FLOUR

"More bread and better bread"

