



**PURITY FLOUR**

THE REAL SECRET of good bread is good flour. Even if you are inexperienced you can bake the very best bread from **PURITY FLOUR**.

There's a good reason why. Purity Flour is milled from the choicest Western Canada Hard Wheat by the most modern milling plant in the world. Besides, it is absolutely dependable in the baking—the one really perfect household flour.

Sold Everywhere in the Great Dominion

WESTERN CANADA FLOUR MILLS CO. LIMITED  
MILLS AT WINNIPEG, GODERICH, BRANDON

**GAINS OVER 1906**

—MADE BY—



In Policies in force	\$4,179,440
" Assets	1,271,255
" Reserve	966,221
" Income	171,147
" Surplus	300,341

The income from interest shows a handsome increase over the previous year, though the same high standard of securities has been maintained. The SAFE investment of money is, and must always be, of infinitely greater importance than the interest return therefrom, and this principle has ever guided the management of this Company in the investment of its funds.

INSURANCE IN FORCE, OVER \$51,000,000

HEAD OFFICE WATERLOO, ONT.

**Berlin Lion Brewery**  
**Wurzburger Beer**

See that our label is on every bottle.  
Manufactured of pure malt and hops.

**C. N. Huether**  
Berlin Ontario

THE **Canadian Courier**

A NATIONAL WEEKLY

Published at 61 Victoria Street, Toronto, by The Courier Press, Limited

Subscription: Canada and Great Britain, \$4.00 a Year; United States, \$5.00 a Year

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**PUBLISHERS' TALK**

THIS week's issue is devoted mainly to the Ontario General Elections because this seems to be the most notable feature of the moment. If the Quebec elections are announced shortly a similar set of illustrations will be published. This journal is non-political, but we always try to keep the public supplied with the pictorial features of the various campaigns.

NEXT week's issue will be a travel number—something just a little out of the ordinary. Now that spring has come with its buds and leaves and rippling waters, the weary dwellers of our brick-and-cement-and-asphalt cities are beginning to think of shady lanes, sandy beaches and secretive forest glades. In order to encourage this feeling we shall publish a number of pictures showing how people are wont to enjoy themselves in July and August—a foretaste of the genuine article.

SUBSCRIBERS are reminded once more that if they have any friends who should be taking the "Courier" regularly, that these may become enrolled among the elect on the special cash-in-advance basis, viz., three dollars per annum. We are still holding the door open and are pleased to state that last week nearly two hundred new readers entered.



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"London Dry"  
**Gin**

is of highest quality. Distilled from the finest materials.

**Gilbey's**  
"Spey Royal"

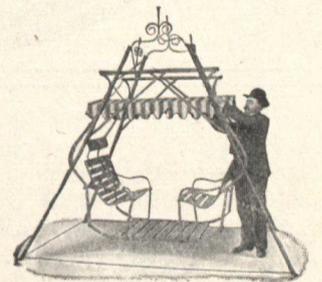
A genuine pure malt Scotch Whiskey, guaranteed

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AND OTHERS

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this summer and  
**GET ONE OF OUR**



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**Lawn Swings**

The children enjoy it so much they won't want to go away and will spend hours in it every day. Old as well as young enjoy it. Will last for years. Can be taken apart in a few minutes and stored for winter. Swings as light as a feather, and is perfectly safe. You can take your lunch in it, sleep in it, read in it—in fact, it is made for comfort and ease.

DO NOT COMPARE IT WITH those cheap wooden affairs, as they are not in the same class whatever. This is an article for a lifetime, with ordinary care. Once seen, you will want one.

SEND FOR BOOKLET No. 75, with nice photos, and our Swing Song with music, sent free to parents.

DON'T FORGET that we manufacture and deal in WINDMILLS, GASOLINE ENGINES, PUMPS, TANKS, WATER SUPPLY APPLIANCES.

Ontario Wind Engine & Pump Co.  
LIMITED  
TORONTO and WINNIPEG