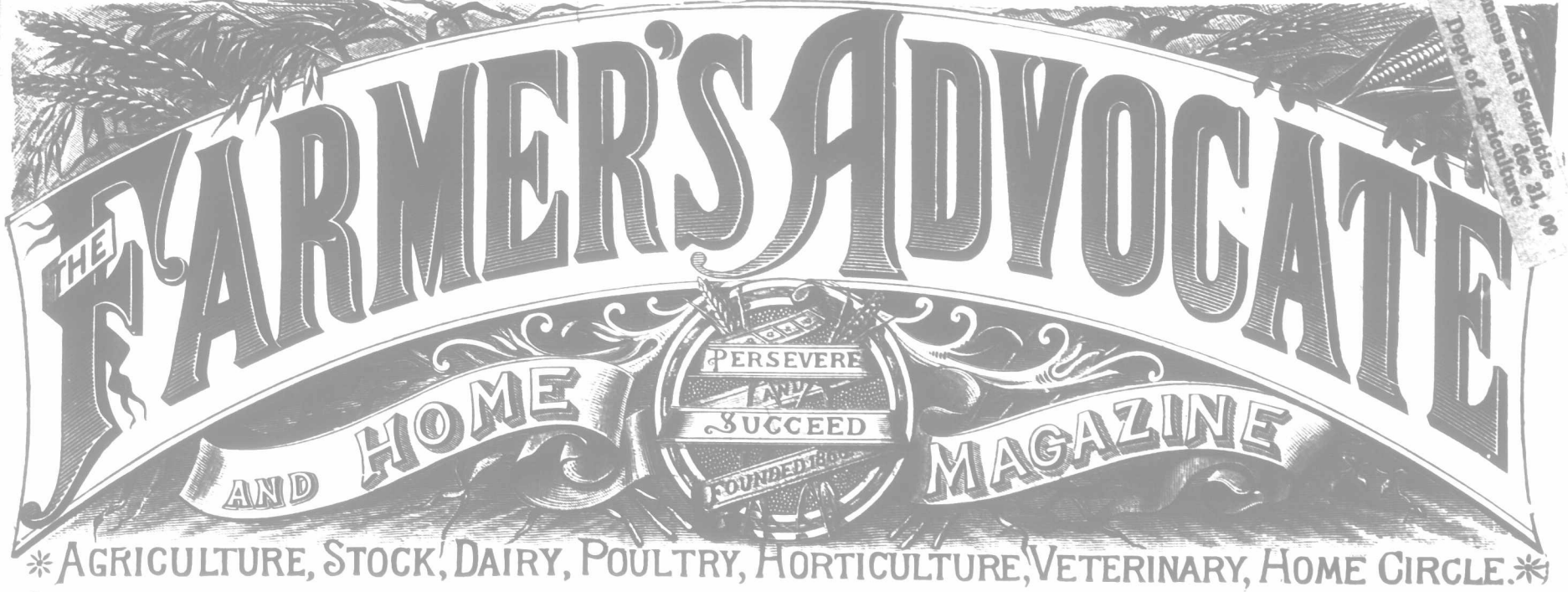


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No. 930

More bread and Better bread —And the Reason for it

A STRONG FLOUR can only be made from strong wheat. Manitoba hard wheat is acknowledged the strongest in the world—and that is the kind used for PURITY Flour.

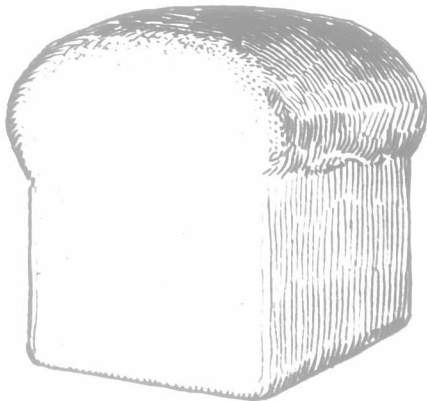
But that's not all. Every grain of this wheat contains both high-grade and low-grade properties. In separating the high-grade parts from the low-grade the Western Canada Flour Mills put the hard wheat through a process so exacting that not a single low-grade part has the remotest chance of getting in with the high-grade.

Of course this special process is more expensive to operate, but it means a lot to PURITY flour users—that's why we use it.

It means that PURITY Flour is made entirely of the highest-grade flour parts of the strongest wheat in the world.

It means a high-class, strong flour, and therefore yields "more bread and better bread."

Purity may cost a little more than some flours, but results prove it the cheapest and most economical after all.



PURITY FLOUR



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