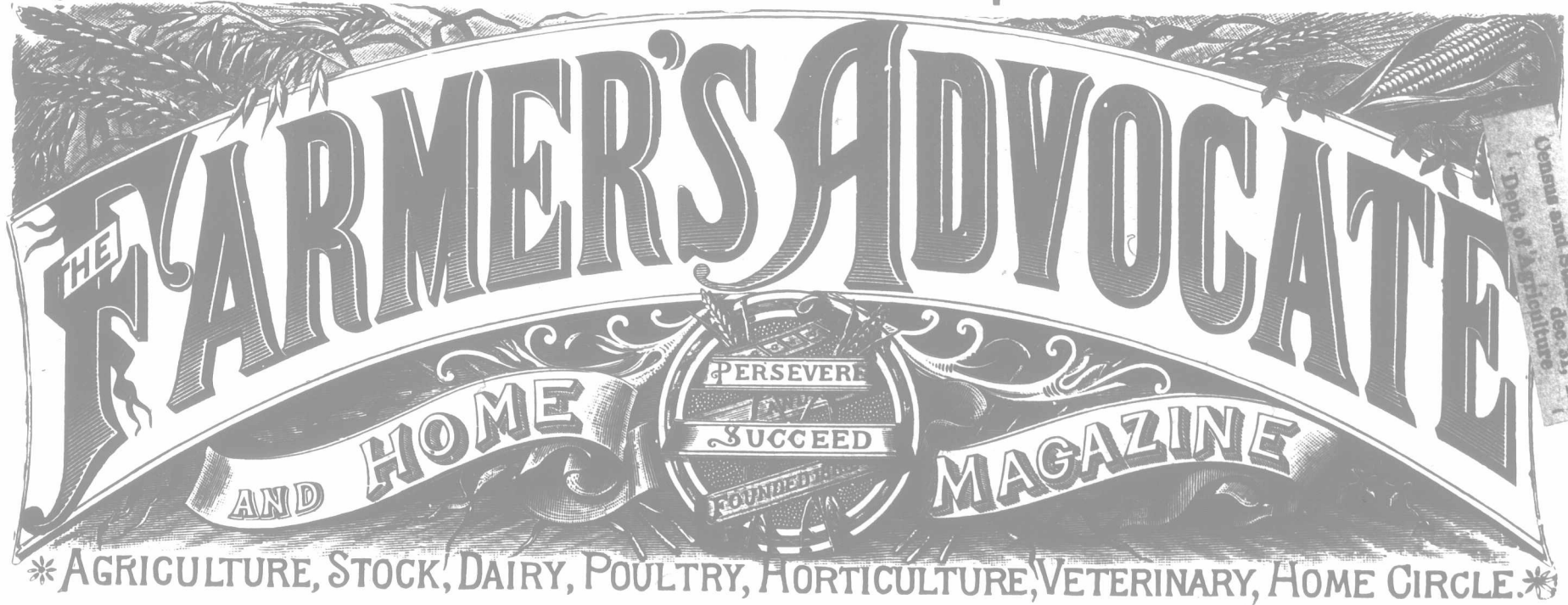


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Once You Have Tried

## PURITY FLOUR

You Will Readily  
Pay the Little  
More  
It May  
Cost.

Until you have actually tried **PURITY FLOUR** you may demur at the trifle more it costs you than lower grade flours cost—but your first sack will show you why that seemingly higher price is a real economy for you.

That trial sack (which you ought to order this very day) will teach you what Purity Flour is worth to you, as contrasted with an ordinary flour.

**PURITY FLOUR** is milled from only the kernels of the choicest Manitoba hard wheat—the world's wheat standard.

From the 84 grain elevators which we own and operate, we select the finest wheat of the year's crop. This, at our mills, is so treated that only the most richly-nourishing part of the wheat berry gets into a **PURITY** sack or a **PURITY** barrel.

The result is a flour so strong that it produces more bread for the quantity used than ordinary flour.

"MORE BREAD &

But **bulk** of product is not all you are to expect of **PURITY FLOUR**. You are to expect lighter, snowier bread; bread that has the nut-like, sweet, wholesome taste every housewife **tries** to put into the bread she bakes.

**PURITY FLOUR**, moreover, is not merely a **bread** flour. It is an **every-purpose** flour. It makes the kind of pastry you can be proud of—cake that invites praise—biscuits that suggest an encore.

Not only is **PURITY** the flour for economy's sake, you see, but the flour for quality baking. Thus, the few extra cents which it may cost you actually insures you against baking disappointments. **PURITY FLOUR** is the flour you will never be without, once you fully test its unusual merits.

Begin with a small trial sack, if you are dubious. Your grocer can supply you.

**BETTER BREAD."**



# PURITY FLOUR