## The Big Stores

have to handle things that sell quickly; that do not need recommendations on the part of their staff. They haven't time for that sort of thing; they are much too busy. And so it is that these busy stores of the country, handling flour, have found that

## PURITY FLOUR

(Government Standard)

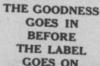
is a good one to use as a leader. They have proved by test that PURITY is the flour that customers will take and ask no questions.

## Western Canada Flour Mills Co., Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal, and St. John, N.B.



Its Delicious Flavor of Red Ripe Tomatoes Appeals to Every Taste-







It Pays to Carry A Good Stock of This Popular Line.

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