

# 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.

# Tomato Soup

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



THE GOODNESS  
GOES IN  
BEFORE  
THE LABEL  
GOES ON



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

*Ask Your Jobber or Wire Direct*

**DOMINION CANNERS, LIMITED**

Hamilton, Canada