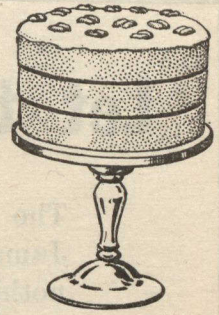


**Your money  
back if  
Purity  
Flour**



**does not prove entirely  
satisfactory in the baking**

**D**ON'T simply buy flour from the dollar and cent side of it. Buy high-quality flour. That means PURITY FLOUR. The first little extra cost is more than made up by the extra number of loaves of bread it makes—by the superiority of the bread and pastry in sweetness of flavor and nourishing qualities. Buying Purity Flour is a safe investment. You get large returns, not only on account of Purity's ability to produce more, but because Purity contains the greater nutriment and the vim of a strong hard wheat flour. Food made from Purity Flour gives the consumer health, snap and force, which cannot be gained from the use of a weaker soft wheat flour.

# PURITY FLOUR

**"MORE BREAD AND BETTER BREAD"**

You can buy as little as a 7 pound cotton bag or in 14, 24, 49, and 98 pound sacks. Also in barrels and half-barrels.



Purity may cost a little more than some flours but you'll find it's more than worth the difference. To be genuine, must bear the Purity trade mark.

**WESTERN CANADA FLOUR MILLS CO., LIMITED**

WINNIPEG,

Mills at  
GODERICH,

BRANDON