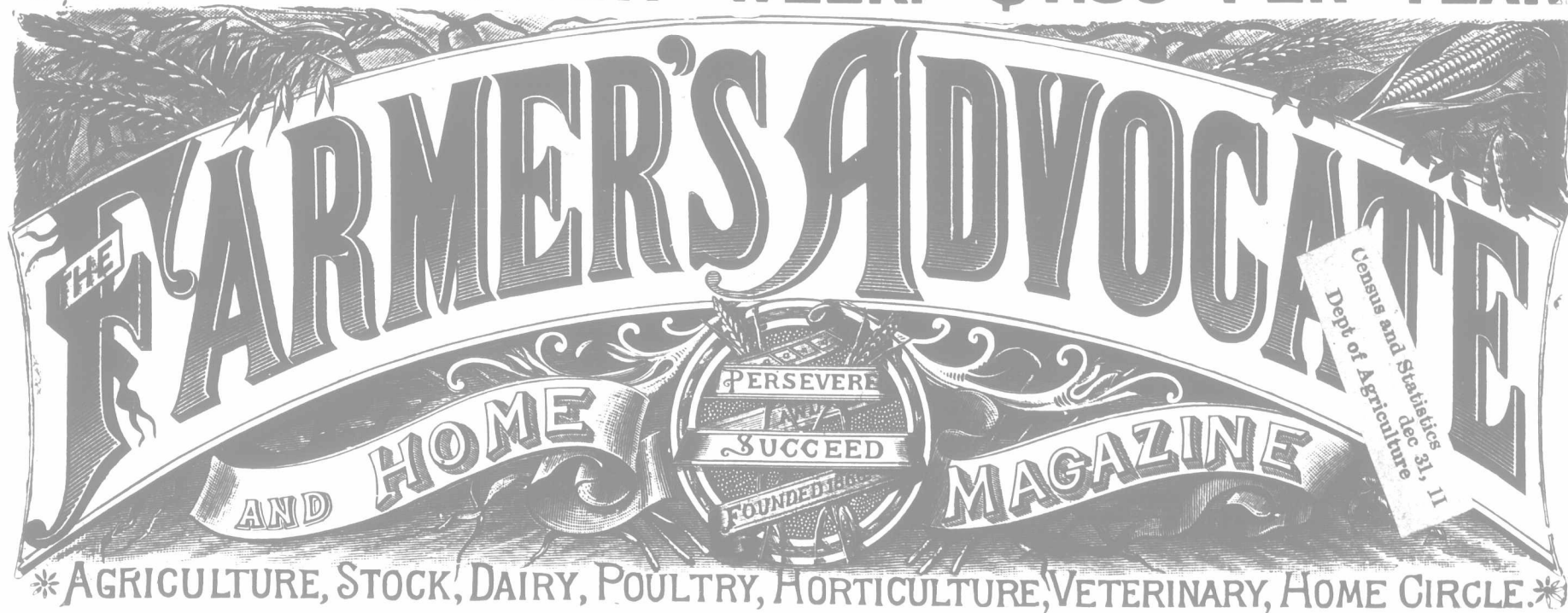


PUBLISHED EVERY WEEK. \$1.50 PER YEAR



ENTERED IN ACCORDANCE WITH THE COPYRIGHT ACT OF 1875

Vol. XLVI.

LONDON, ONTARIO, AUGUST 10, 1911.

No. 985

Do your baking with
flour made exclusively of
the HIGH-GRADE constituents
of the HARD-WHEAT berry

Have you ever baked with flour made exclusively of the high-grade constituents of the hard-wheat berry? If you haven't, now is the time to try PURITY Flour.

Only the cream of the Manitoba hard wheat—the best wheat in the world—is used for PURITY Flour. More than that, only a portion of the flour milled from this wheat goes into the sacks and barrels branded PURITY.

PURITY Flour consists exclusively of the high-grade constituents or portions of the Manitoba hard-wheat berry.

Every wheat berry has both low-grade and high-grade constituents, which are separated during our process of milling. So exact is our process that it entirely eliminates all the low-grade portions from the flour, which is finally branded PURITY.

The greater strength of PURITY Flour makes it go farther in the baking. With it you can make

more loaves to the sack or barrel than you have ever succeeded in doing before. The loaves will be more nutritious, too, because they contain the high-quality gluten, starch, phosphates and other muscle-building and blood-enriching elements of the hard-wheat berry.

Naturally flour that consists exclusively of the high-grade constituents of the best hard wheat has greater strength and nutriment, superior color, more delicate flavor.

If you'll just try to realize fully what it means to your cooking reputation you'll soon be using PURITY Flour.

Of course, PURITY Flour will cost

you a few cents more than lower-grade hard-wheat flour or soft-wheat flour.

But PURITY is very economical, because it makes "More bread and better bread." The cost per loaf is no more than when using weaker flour, and the food value is much greater.

Tell your grocer you are in a hurry to try PURITY Flour. He will supply you promptly.

When you see the batch of beautiful snow-white loaves, with their soft, evenly-textured crumb and dainty golden-brown crust, you'll be proud of your success with PURITY Flour. When you taste and enjoy the superb flavor of such high-class bread you'll be prouder still.

If you don't want to buy a large sack or barrel, you can get a small bag. PURITY is packed in 7, 14, 24, 49 and 98 pound sacks. Also in barrels and half barrels.

Make certain the PURITY trade-mark is on the sack or barrel you buy, for that is your guide to the strong, reliable, high-quality flour that makes

43

"More bread &



better bread."

PURITY FLOUR