

PURITY FLOUR

Invariably Satisfies Every Customer

The "Purity" brand is to flour what "Sterling" is to silver.—It's the "Hall Mark" of quality and means the highest achievement in the art of flour making. It's a brand you can and should recommend for *every* baking need.

The better you satisfy your customers, the better they'll satisfy you with more business from themselves and their friends. You know that as well as we.

Send an order for Purity Flour to-day and get your full share of business—and profits.



Western Canada Flour Mills Company, Limited

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

The Submarine Menace

necessitates the prohibition
 of export of all foodstuffs
 from the United Kingdom.

SPRATT'S DOG CAKES

*Poultry Foods, Canary
 and Parrot Mixtures*

pending the removal of
 the embargo, can be ob-
 tained from

SPRATT'S PATENT (America) LTD.
 Newark, New Jersey.

London (Eng.), Spratt's Patent Limited,
 24-25, Fenchurch Street, E.C. 3.

Twines
and
Wrapping Paper

BROOMS

First Cars 1917

Broom Corn

At Hand

*Quality Goods
 may always
 be had by order-
 ing our brands.*

Walter Woods & Co.
 HAMILTON and WINNIPEG

Wooden Ware
Willow Ware
Brushes