



## FOOD VALUES

Where Flour is mentioned in a general way in the following extracts from important publications of well-known authorities on food preparation, *Purity Flour* may be read, for statements which are true of Flour are doubly true of *Purity Flour*, the perfectly milled product of the world-famous wheat of Western Canada.

Food investigations carried on in Europe for the past three-quarters of a century, and in more recent years on this continent, have produced a number of most valuable facts in relation to food preparation which have a particularly important bearing on the problems of the housewife in these days of expensive living.

While there is no such thing as a perfect food, the Department of Agriculture of the United States has this to say about flour:

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See last pages for *Purity Flour Cook Book Coupons*.