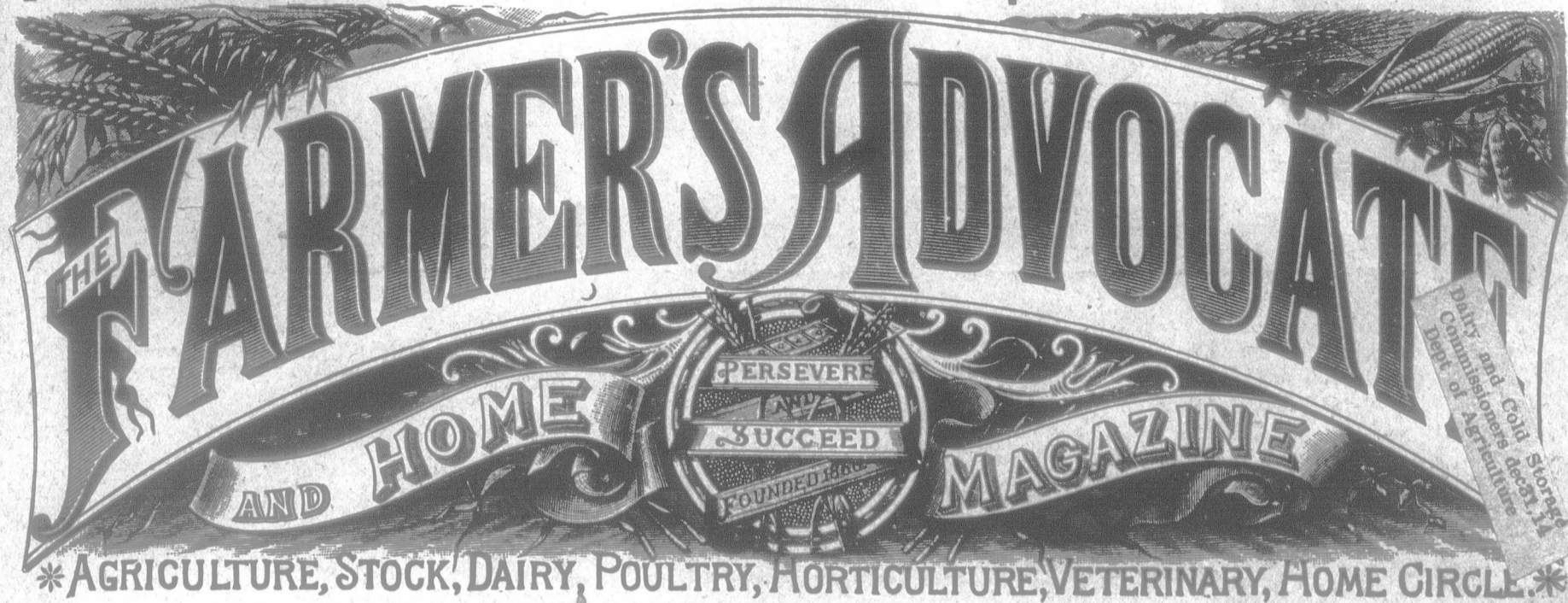


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AGRICULTURE, STOCK, DAIRY, POULTRY, HORTICULTURE, VETERINARY, HOME CIRCLE.

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It may cost slightly more to make pastry with PURITY FLOUR

But there's a DIFFERENCE in pastry

YES, madam, we know there is an impression amongst some people here in the East that Western hard wheat flour is not good for pastry. Some people even actually think that good pastry can only be made with a soft Ontario wheat flour, or a blend of hard and soft wheat flours.

If such were the case, the West would be starved for pie, for hard wheat flour is used there almost exclusively. But nowhere in the world are home-cooks more famed for the deliciousness of



their pastry. Visitors to the West almost invariably remark about the creaminess and flakiness of the pies and the lightness and delicacy of the



cakes. They return home converted to the use of hard wheat flour for pastry.

So you see, madam, that

the prejudice against using hard wheat flour for pastry is not founded on facts. It is directly opposite to the truth, for the truth is this:

You can make more delicious, more flaky pastry with PURITY FLOUR than you've ever before seen or enjoyed.

Such pastry will cost you slightly more, for PURITY FLOUR costs a trifle more per pound. And on account of its extra strength and extra quality, more shortening is required than when using the weaker soft or blended flours.



The extra deliciousness of the pies and cakes you will make from PURITY FLOUR will more than make up for the slight extra cost. And remember:

PURITY FLOUR

MAKES

"More Bread and Better Bread"

It takes more water because it is a strong, thirsty flour. It goes farther in the baking. Get a pencil and add PURITY FLOUR to your grocery list right now.