

Dear Madam:

In planning this edition of the Purity Cook Book the millers of Purity Flour set as their objective a book that you, as an experienced housewife, would endorse as a reliable guide "For All Your Baking."

The recipes in this book have been tested by a practical housekeeper, whose attitude toward her work has not been so much that of a teacher imparting instruction, but rather as one desirous of offering baking recipes that should give real satisfaction to Canadian women. Her work has been endorsed by residents in different parts of the Dominion, allowance being made, of course, for varying degrees of altitude—a subject that is given further attention in the introduction of our Cake Section.

The recipes in which flour is used have been tested with Purity Flour. Uniformity in quality, the corner-stone of this Company's business structure, is a dependable characteristic of Purity Flour. Your baking experiences, therefore, when using Purity Flour, as directed in the Purity Cook Book, should be free from those disappointments so often met on baking day.

We hope that you will like the manner in which the recipes have been arranged. This plan was decided upon after a careful survey. When writing the "Method" we exercised the greatest care to make each step in the formula clear to all—even to the individual whose knowledge of procedure in the art of baking is limited.

The special binding, which permits the book to lie flat when open for use, is another feature that we are sure will make the Purity Cook Book a general favorite.

The cost of producing the Purity Cook Book is far in excess of the amount asked. A casual examination lends assurance to the claim that this volume, from the standpoint of recipes and workmanship, compares favorably with any of the standard works on cooking and baking.

We hope that you will enjoy using the Purity Cook Book. If your baking with any of our recipes is not satisfactory, we shall be glad if you will write us. It will be a pleasure, indeed, to be of service to you.

WESTERN CANADA FLOUR MILLS CO., LIMITED.
Home Service Department, Toronto