

# PURITY FLOUR

Government Standard

## EXPLANATION

**W**E are enclosing this pamphlet in each bag of Purity Flour (Government Standard) going to the housewives of Canada, giving some explanation with reference to this Standard Flour which the Government has ordered all flour mills in Canada to manufacture on and after January 28th, 1918.

We are obliged, under these new regulations, to manufacture this Standard grade of flour only, but we expect when the war is over that these regulations will be rescinded, and we can commence again the manufacture of our regular high quality Purity Flour.

We might say in connection with this Government Standard Flour, that it is in no sense of the word a War Flour, as it is a pure white flour, being 100% of the flour that is contained in good sound wheat. The new milling regulation, to put it in simple language, means that millers instead of making several grades of flour as previously, are now compelled to put all of the flour that is contained in good milling wheat into one grade. This still gives a good all-purpose flour, but of a slightly more creamy color as compared with our regular high quality Purity Flour.

### Suggestions for Baking

With the exception of the creamier color, which is unimportant in these times, you should be just as successful in your baking as with the high patent flour. On account of containing the more glutinous portions of the wheat berry, the flour may work in a slightly different manner. Care will have to be exercised at first, until you get acquainted with the difference. You may have no difficulty at all, but in case you do, the following suggestions will be of some assistance.

No. 1—Make the dough slightly firmer, using a little more flour to the same amount of liquid, or less liquid to the same amount of flour.

*"The kitchen must help as well as the workshop and the trenches." —Lloyd George.*

*We know the housewives of Canada well enough to know that it is not necessary to ask them to co-operate with us in the matter of using this Purity Flour (Government Standard), which is intended to help conserve the wheat supply, and assist Canada in the winning of the war.*

setting a sponge over night, make it somewhat stiffer.

No. 5—The system of setting a sponge overnight will probably give the best results with this class of flour.

### Suggestions for Baking

No. 2—Be careful to keep the dough from getting too warm. An overheated dough from this flour will be more serious than in the case of a high patent flour.

No. 3—It will not need to stand as long as was formerly necessary. Be particularly careful not to let it stand too long in the pans.

No. 4—To insure the best results, use a little more yeast. If

## Western Canada Flour Mills Co. Ltd.

*"Millers to the People"*

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