



In keeping with our policy of rendering the limit of efficient service in the product of which we are so justly proud—PURITY FLOUR—it was our pleasure and privilege to be able to render another service to Canada's housewives, in the publication and distribution of the first PURITY FLOUR COOK BOOK.

Filling a long felt want, this fine collection of culinary master-pieces has earned a place of honor in the kitchens of Canada's homes, from coast to coast.

But styles change in cookery as in any other human activity, and while many of the old recipes will be popular for years to come, we have felt that there was a need for a new PURITY FLOUR COOK BOOK, and we take a great measure of pleasure in offering for your approval this our latest and best collection of recipes.

In this careful and generous selection of culinary instructions, you will find the best of the recipes from our last book, to which have been added a long list of tried and tested instructions for new dishes and confections and each recipe has been carefully read and checked by experts in their various lines.

The unselfish policy which had so much to do with the warm welcome our previous book received, has been carefully followed in this our latest book, and the housewife will find reliable and tried directions for the preparation of all kinds of food for meals served at any occasion.

It is therefore with great pleasure that we offer for the approval of Canada's housewives the new PURITY FLOUR COOK BOOK, confidently certain that it will provide an appetizing and appropriate solution of the culinary problems of any and every home.

WESTERN CANADA FLOUR MILLS CO., LTD.

BETTER BREAD—DELICIOUS PASTRY