



Ensure Perfection in All Your Baking
BY USING

PURITY FLOUR

WITH delicious, even-textured BREAD: crisp, flaky PASTRY and dainty, white, close-grained CAKES: tempt and satisfy the appetites of your family, while furnishing them with the nutrient necessary to their health and strength. Food economy demands that we concentrate our purchases on food substances of known high FOOD VALUE.

Every scrap, every particle of the baking from this carefully milled product of the sturdy cereal of Canada's famous wheat fields contains its proportion of HIGH FOOD VALUE, which makes it the most economical food substance and the logical substitute for the expensive and less nutritious meats, eggs, vegetables of daily use in less strenuous times.

*For Economical Food Preparation Secure
a copy of the Purity Flour Cook Book*

The latest publication on the culinary art. Handsomely bound in grey and gold and containing reliable tested recipes for the preparation of all manner of dishes for all meals and occasions. Written in the non-technical and easily appreciated language of the home kitchen. Reviewed and approved by the DOMESTIC SCIENCE DEPT. of the famous MACDONALD COLLEGE. Mailed postpaid to any address on receipt of 20 cents.

WESTERN CANADA FLOUR MILLS COMPANY, LIMITED, TORONTO and WINNIPEG