



FOR XMAS BAKING

Xmas baking becomes a pleasure
rather than a task when you use

SNOWFLAKE SHORTENING

This pure, white, fresh creamy substance produces cakes and pies of that fine, flaky texture, delicious flavor and nutritious quality, which are the pride of all good cooks.

SNOWFLAKE SHORTENING is economical because it takes the place of butter and lard.

Sold in 1 lb. cartons and 3, 5, 10 and 20 lb. pails.

MATTHEWS-BLACKWELL, LIMITED

Toronto, Montreal, Peterborough, Hull, Brantford

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