

WHITE SWAN FOODS



FOR more than 20 years grocers all over Canada have recognized White Swan as the standard of quality, and ever since the Dominion Government passed an Adulteration Act, *White Swan* products have all been guaranteed and sealed with a *Government Warranty* which protects the dealer against fraudulent adulteration and is the consumers' guarantee as to purity.



Biscuit Flour

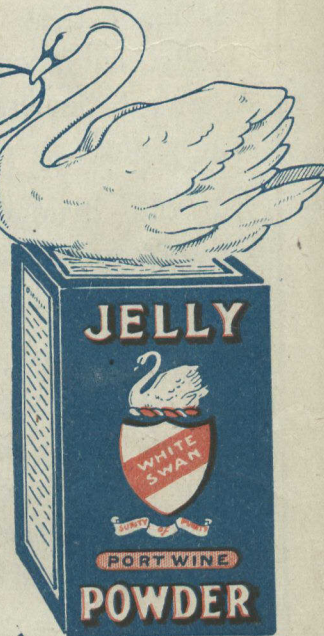
FOR making biscuits, gems, muffins and rolls. Self-rising. The uniform percentages of seasoning and leavening ensure absolute success in baking. 15c.



SELF-RISING Pancake Flour

EVERY member of the family enjoys the delicious, satisfying flavor of White Swan Pancakes. Easily made and economical, too. Just mix the flour with an equal amount of water and the batter is ready.

Big 2-lb. package, 15c.



Jelly Powder

A DELICATE, dainty dessert, full of fresh, fruity flavor. Only the finest English Calf Gelatine is used.

10c.



Wheat Flakes

MADE from carefully selected Canadian White Winter Wheat. Special process of preparation retains the protein, phosphates and bran—the full nourishment of the whole wheat.

15c.

At All Good Dealers



Spices

THE best that the East offers, despite advancing markets. Only hard, clean, wholesome berries are found in White Swan; all stems, hulls, and low grade stock are carefully excluded.

In handsome shaker tins.

10c.

Extracts

THE purest and strongest procurable, prepared only from highest grade essential oils and choicest vanilla beans. Guaranteed stronger than the Government standard, and sold under the "Government Warranty" of absolute purity. Not artificially coloured nor fortified in any way.

25c.



Coffee

50 YEARS of experience in blending and roasting makes White Swan Coffee indescribably delicious. The choice grade of coffee beans used means an exquisite aroma that wins a large following of enthusiastic customers.

50c.

White Swan Spices & Cereals, Limited, 156 Pearl Street, Toronto, Canada