

"It comes so near being complete food, however, that in almost every household it is the largest single item in the diet, and in many households *it might in case of need be used even more largely than it is.*"

"This would be an advantage from the standpoint of economy, considering the nourishment that it supplies in comparison with its cost."

*Purity Flour* has been found to overwhelmingly lead in the necessary body-building values.

One pound of *Purity Flour* contains as much food value as one pound of beef, one pound of potatoes and one pound of milk combined.

The following few selections from the most widely quoted publication of the Department of Agriculture of the United States show the comparative food values of the most commonly known and used food substances:

Flour, food value per pound	1,635 units
Steak, sirloin, food value per pound.....	975 "
Veal, food value per pound.	625 "
Lamb (leg), food value per pound .....	1,075 "
Potatoes, food value per lb.	295 "
Vegetables (canned peas), food value per pound.	235 "
Eggs, food value per pound	635 "

It is immediately apparent that the high food value of *Purity Flour* offers the thrifty housewife the logical solution to the problem of economical food preparation.

If meat, vegetables, etc., are craved by her family she should serve them in



*See last pages for Purity Flour Cook Book Coupons.*