

USE PURITY FLOUR



FOR ALL YOUR BAKING

WESTERN

Cooley

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The
**Western Canada
Flour Mills Co.**
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Daily Capacity 10,000 barrels Flour
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PURITY FLOUR

FACTS

Some interesting information
on the world's most import-
ant food substance. A few
selections from the
latest publication
on the

ECONOMICAL, PREPARATION
of food.

THE PURITY FLOUR COOK BOOK

and a variety of general and interesting
knowledge, of value to the Housewife.

See last pages for Purity Flour Cook Book
Coupons.

1920's



FOOD VALUES

Where Flour is mentioned in a general way in the following extracts from important publications of well-known authorities on food preparation, *Purity Flour* may be read, for statements which are true of Flour are doubly true of *Purity Flour*, the perfectly milled product of the world-famous wheat of Western Canada.

Food investigations carried on in Europe for the past three-quarters of a century, and in more recent years on this continent, have produced a number of most valuable facts in relation to food preparation which have a particularly important bearing on the problems of the housewife in these days of expensive living.

While there is no such thing as a perfect food, the Department of Agriculture of the United States has this to say about flour:

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"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

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PURITY FLOUR

Meets every
requirement
of good
baking,
economically
and
efficiently.

meat pies with crisp, flaky crust, stews with quantities of delicious gravy-soaked dumplings and other judiciously prepared combinations in which *Purity Flour* is the most important ingredient, thus economically strengthening the meals of her daily menu by taking full advantage of the extraordinary nutriment and body-building values of *Purity Flour*.

Purity Flour, as the product of the world-famous wheat of the Western prairie soil, stands at the top of the list of the perfectly milled flours of the world.

Perfect milling seals in this famous flour the inherent strength and nutriment of Canada's famous cereal and makes available a food substance of unlimited possibilities as the foundation for delicious, even-textured bread; tasty, close-grained cakes, and crisp, mouth-melting pastry.

ECONOMICAL HOUSEWIVES WILL USE
PURITY FLOUR FOR ALL THEIR BAKING.

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

A FEW
SELECTIONS
FROM THE



PURITY FLOUR COOK BOOK

Illustrating the Careful Way in
Which the Instructions Have
Been Prepared.



BREAD

Essentials of successful home breadmaking:

1. Good flour (*Purity*).
2. Good yeast.
3. Dough of the proper consistency.
4. Control of temperature at all stages.

FLOUR: Remember that flour always improves with age if stored under proper conditions. Any place which is dry and free from odors is suitable. The odors of tar, kerosene, gasoline, etc., are readily taken on by flour. Always sift flour as required. Keep in a warm place, or warm before using.

CONSISTENCY OF DOUGH: If flour has had considerable age, dough should be made up fairly slack. If flour is fresh, make slightly stiff. The tendency is to make a dough too stiff. Make as soft as can be handled without sticking to hands or moulding board. In cold weather, when temperature of dough is apt to be



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a little below normal, it is wiser to have the dough fairly slack. In warm weather the reverse is the tendency, and the dough should be made a trifle stiffer.

Being able to judge the proper consistency comes with experience.

CONTROL OF TEMPERATURE: The tendency to get doughs too warm is just as great as to have them chilled. On account of the increased temperature in summer, and the reverse in winter, it would be wise to set the dough slightly cooler in summer and warmer in winter.

When dough is mixed, place where it will be free from draughts and where temperature can be kept fairly uniform. Avoid placing it too near a stove or radiator—never place dish containing dough on floor. Even if it seems warm there is always more or less draught on the floor. Remember the cooler the dough the slower it will work. If the dough has become cool, to remedy this place the dough in a slightly warmer place. If the dough has become too warm, mould into loaves sooner than usual.

A sponge is ready to take when it is full of bubbles and just begins to drop.

A dough is ready to take when an impression of the finger causes it to begin to sag.

Bread is ready for the oven when the dent made by pressing the finger on the loaf will remain.

See last pages for Purity Flour Cook Book Coupons.

Attain
Pastry
Perfection
By Baking
With



PURITY FLOUR

BAKING: The black sheet-iron pans are the best for baking bread in. Bread is best when baked in individual loaves, rather than several loaves in a large pan. Bread should be placed in an oven which is not too hot, but one that will cause the bread to begin to brown in about 15 minutes. Then reduce the heat and bake slowly about half an hour longer. Remove bread at once from pan and place on a rack, or where all surfaces will be exposed to air, to cool. When cool put in bread tin, which has been cleaned and aired.

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WHITE BREAD (Straight Dough)

- 1 cake compressed yeast.
- 2 tablespoons lard or butter (melted).
- 1 quart lukewarm water, or equal parts water and sweet milk scalded.
- 3 quarts sifted *Purity Flour* (about).
- 2 tablespoons sugar.
- 1 tablespoon salt.

To the lukewarm liquid add the yeast, stir until completely dissolved, then add sugar and salt. Add sufficient flour to make a soft batter. Stir in shortening and beat well. Now stir in flour until dough is formed sufficiently stiff to be turned from mixing bowl to moulding board in a mass. Knead this until it becomes smooth and elastic, adding if necessary a little flour from time to time until it ceases to stick to the hands or moulding board, but be careful not to make it too stiff.



PURITY FLOUR

BUNS
TEMPT
THE
APPETITE

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



PLEASE THE LITTLE
ONES

BY USING

PURITY FLOUR

FOR ALL

YOUR

BAKING

Put dough in a greased bowl or crock, cover and set to rise in a warm place, free from draught, for about three hours, or until it is more than double in bulk. When light knead it a second time, place in bowl for another hour or until light, when it is ready to be moulded into loaves. Place in well-greased pans and allow to rise until it has doubled in bulk. Bake from 40 to 50 minutes. This will make 4 small loaves or 3 large ones.

PLAIN HOME-MADE BREAD

Pare 6 potatoes. Boil and mash them with the water in which they were boiled. Add 1 pint warm water, pour all on to a quart of *Purity Flour* and stir

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until free of lumps. Add 1 yeast cake, dissolved in half cup lukewarm water. Stir well, cover and set in a warm place all night. In the morning add 1 quart of lukewarm water and $1\frac{1}{2}$ tablespoons salt. Stir in *Purity Flour* to make a soft dough. Knead well, then let rise until light. When light place on the moulding board and knead again. Let rise 1 hour or until light, then mould into loaves and place in pans. Let rise, place in hot oven, bake about 1 hour. This quantity makes 6 or 8 loaves.

WHITE BREAD (Sponge Method)

- 1 cake compressed yeast.
- $1\frac{1}{2}$ quarts lukewarm water.
- 2 tablespoons lard or butter.
- 1 tablespoon salt.
- $4\frac{1}{2}$ quarts sifted *Purity Flour*.
- 2 tablespoons sugar.

Dissolve the yeast and sugar in 1 quart of the lukewarm water and add to it $1\frac{1}{2}$ quarts of sifted *Purity Flour*, or sufficient to make a soft batter. Set aside to rise for about $1\frac{1}{2}$ hours in a warm place. When well risen add to it the pint of lukewarm water, salt and lard or butter. Mix in the remainder of the flour, or enough to make a moderately firm dough. Knead thoroughly and place in greased bowl. Cover and let rise for from $1\frac{1}{2}$ to 2 hours. When double in bulk mould into loaves and place in well-greased baking pans. Cover and let rise again for about 1 hour. When light, bake from 40 to 50 minutes. This recipe makes 4 large loaves and the whole process takes from $5\frac{1}{2}$ to 6 hours.



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

WHITE BREAD (Over-night)

- 1 cup mashed potatoes.
- 1 tablespoon lard or butter.
- 1 teaspoon sugar.
- 1 yeast cake or 1 cup yeast.
- 1½ teaspoons salt.
- 1 pint potato water.
- 1½ to 2 quarts *Purity Flour*.

Mix mashed potatoes while hot with the lard, sugar, salt and the pint of lukewarm water in which potatoes were boiled. Add the yeast and enough flour to make a stiff batter. Beat well for 5 minutes, then set it to rise in a warm place, well covered. Set this about three in the afternoon (in winter); in the evening gradually mix in the remainder of the flour. Beat well till too stiff to beat longer, then knead till smooth and elastic. Keep the dough well covered and warm all night. In the morning mould into loaves and put into buttered pans, let rise and bake.

**BAKE
DELICIOUS
BODY
BUILDING**

PURITY FLOUR

**BREAD FOR
YOUR
GROWING
CHILDREN**



See last pages for Purity Flour Cook Book Coupons.



QUICKLY PREPARED
AND
DELICIOUSLY
APPETIZING
ARE THE
COOKIES
BAKED FROM

PURITY FLOUR

PARKER HOUSE ROLLS

- 1 yeast cake.
- 1 pint milk (scalded and cooled).
- 2 tablespoons sugar.
- 4 tablespoons lard or butter (melted).
- 3 pints sifted *Purity Flour*.
- 1 teaspoon salt.

Dissolve yeast and sugar in lukewarm milk. Add lard or butter and $1\frac{1}{2}$ pints flour. Beat until perfectly smooth. Cover and let rise in a warm place about 1 hour, or until light. Then add the salt and remainder of flour, or enough to make a soft dough. Knead well, place in greased bowl, cover and let rise in a warm place for about $1\frac{1}{2}$ hours, or until double in bulk. Roll the dough out $\frac{1}{4}$ -inch thick, brush over lightly with butter, cut with biscuit cutter first dipped

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in flour. Crease through the centre heavily with handle of a knife and fold over in pocket-book shape. Place in well-greased shallow pans, 1 inch apart. Cover and let rise until light—about three-quarters of an hour. Bake 20 minutes in a hot oven.

NOTE.—Be careful not to let these rise too quickly, or they will lose their shape.

TEA BISCUITS



Measure out 4 cups *Purity Flour*, add to it 1 teaspoon soda and 2 teaspoons cream of tartar. Sift thoroughly. Rub 2 tablespoons shortening into the dry ingredients, mix in enough sweet milk to make a batter as stiff as can be stirred. It must be almost a dough, yet not dry. Shape the biscuits and bake for 20 minutes in a hot oven.

CAKES

The mixing and baking of cake requires more care and judgment than any other branch of cooking, notwithstanding the fact that it is the one most frequently attempted by the beginner.

Always mix your cake in an earthen bowl.

The order in which ingredients are combined is most important.

Measure dry ingredients and mix and sift baking powder and spices, if used, with flour.

Flour is always measured after being sifted.

Fruit, when added to cake, is



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usually floured to prevent settling to the bottom. This is not necessary if it is added directly after the sugar, which is desirable in all dark cakes.

When baking cake arrange to have nothing else in the oven, and place as near the centre of oven as possible so it will cook uniformly.

Cakes are classified as follows:

1. Cakes without butter, sponge cake, etc.

2. Cakes with butter, pound cake, cup cakes, etc.

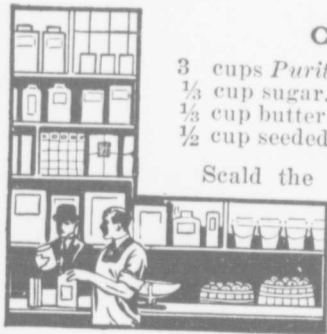
1. *Method of Mixing Cakes without Butter.*—Separate yolks from whites (if both are used), beat yolks until thick, add sugar gradually, continue beating, add flavoring. Beat whites until stiff and dry. Fold into first mixture. Cut and fold in the flour in which the salt has been sifted. Do not stir or beat after the flour has been folded in.

2. *Method of Mixing Cakes with Butter.*—Have the bowl slightly warm, cream butter and sugar, add sugar gradually, and yolks well beaten, flavoring. Sift flour, salt and baking powder thoroughly and add to the batter alternating with the milk. Fold in the egg whites beaten very stiff.

COFFEE CAKE

3 cups Purity Flour.	1 ½ cups milk.
¼ cup sugar.	1 egg.
⅓ cup butter or lard.	1 yeast cake.
½ cup seeded raisins.	½ teaspoon salt.

Scald the milk, add the butter and sugar to it, and when it is lukewarm add the yeast cake, dissolved with 1 teaspoon sugar and egg. Sift and add the flour and salt, also the raisins. Beat



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well. Cover and leave in a warm place to rise until very light. Turn into a greased shallow pan and let it rise a second time. Brush over with milk and spread lightly with softened butter and a little sugar. Bake in a moderate oven about $\frac{1}{2}$ hour.

EXCELLENT LAYER CAKE

- 1 $\frac{1}{2}$ cups white sugar.
- $\frac{2}{3}$ cup butter.
- 2 cups *Purity Flour*.
- 2 teaspoons baking powder.
- $\frac{1}{2}$ cup milk.
- 3 eggs.

Cream butter and sugar, add beaten egg yolks, then the beaten whites, milk, and mix thoroughly. Then add flour in which baking powder has been sifted. Bake in a moderate oven about 20 minutes. Ice with chocolate or any well-flavored icing.

PLAIN COOKIES

- 1 egg.
- 1 cup sugar.
- $\frac{1}{2}$ cup butter.
- $\frac{1}{2}$ cup lard.
- $\frac{1}{2}$ cup cream.
- 1 teaspoon baking powder.

Purity Flour enough to roll out.

Cream sugar and shortening, add egg and part of flour, then cream and add balance of flour in which baking powder has been sifted. Roll thin and bake in a fairly hot oven.

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HONEY DROP CAKES

- $\frac{3}{4}$ cup honey. 1 cup raisins, cut in small pieces.
 $\frac{1}{4}$ cup butter. *Purity Flour* (about $1\frac{1}{2}$ cups).
 $\frac{1}{2}$ teaspoon cinnamon. $\frac{1}{2}$ teaspoon soda.
 $\frac{1}{8}$ teaspoon cloves. $\frac{1}{2}$ tablespoon water.
1 egg.

Heat the honey and butter until the butter melts. While the mixture is warm add the spices. When it is cold add part of the *Purity Flour*, the egg well beaten, the soda dissolved in the water, and the raisins. Add enough *Purity Flour* to make a dough that will

PURITY FLOUR

WITH ITS
HIGH
NUTRIMENT
CONTENT IS
SPECIALLY
VALUABLE IN
FEEDING THE
LITTLE ONES



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hold its shape. Drop by spoonfuls on a buttered tin and bake in a moderate oven.

GINGER COOKIES

- 1 cup molasses.
 - 2 tablespoons milk or water.
 - 1 tablespoon ginger.
 - $\frac{1}{2}$ cup butter.
 - 1 teaspoon soda.
- Purity Flour* to mix soft as can be handled on the board.

Mix in order given, dissolving soda in the milk. Shape on a floured board into small balls the size of a hickory nut. Lay on a baking sheet and flatten with a smooth tumbler or tin cup to $\frac{1}{2}$ inch thick. Bake in a quick oven.

FIG COOKIES

- 1 cup brown sugar.
- $\frac{1}{2}$ cup shortening.
- 3 cups *Purity Flour*.
- $\frac{1}{2}$ cup sour milk.
- 1 teaspoon soda.
- 1 tablespoon molasses.

Roll dough very thin and cut with small cake cutter. Bake. When cool spread with fig filling and press two together.

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FIG FILLING

1 pound figs, chopped fine.
 $\frac{1}{2}$ cup brown sugar.
1 cup cold water.

Boil until soft. This filling may be made up in a larger quantity, as it will keep indefinitely if sealed and kept in a cool place.

— PASTRY —

In making pastry the best results are obtained by having all the ingredients as cold as possible and keeping them so until the pastry goes into the oven. It is the sudden change in temperature, as much as the actual ingredients used, that makes pastry light. If soft shortening and lukewarm water are used, the result must be poor pastry—tough and not appetizing. Have board and rolling-pin chilled and roll out pastry in a cool room if possible. Have hands cool also. For plain paste, lard or a mixture of lard and butter should be used. For very plain crust, lard and good beef dripping. The latter is excellent for meat pies. For puff paste, butter must be used, and is even better if the salt is thoroughly washed out of it. It is often desirable to have pastry that is light, flaky and tender, without being too rich, and this result can be attained by the addition of a little baking powder and reduction of the amount of fat used. This gives equally good results as to appearance and flavor, at much less expense.

In making fruit pies always cook the sugar with the fruit, not on top, or the crust will be soggy. Paste for



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pies should be quite thin and rolled a little larger than the tin to allow for shrinkage. When baking a juicy fruit pie, make an incision in the centre, and place a small funnel-shaped piece of paper into the incision. This will keep the juice from escaping at the sides of the pie.

For baking, pastry requires from 30 to 45 minutes.

PUFF PASTE

1 pound *Purity Flour*.
1 teaspoon salt.

1 pound butter.
Ice water.

Keep everything clean and cold. Wash the butter in cold water. Reserve one-third of a pound. Divide



the remaining two-thirds into 4 equal parts and pat each into a thin sheet. Set these sheets on ice, mix and sift the flour and salt, cut and rub the reserved butter into it

and make as stiff as possible with ice water. Dust moulding-board slightly with flour, turn the paste on to board and knead for one minute. Place on ice for 5 minutes. Beat and roll the paste into an oblong sheet $\frac{1}{3}$ inch thick. Place one sheet of butter on the middle of the paste, fold the paste, letting the right third fold over, the left

third fold under. The paste is now in a rectangular shape and with a little care in rolling can be kept so through all the subsequent foldings and rollings. Roll out to $\frac{1}{4}$ inch thick, fold as before, but without butter. The third time of folding, enclose the second piece of butter, and continue adding it at every alternate rolling, until the butter has all been used. As there were

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4 sheets of butter, that will make 8 times folding and rolling the paste. Finally give 1 or 2 extra turns. Lay on ice until needed for use. It is better to lie for several hours before being baked. If the paste sticks to the board or pin, lay on ice until chilled through. Scrape the board clean. Polish with a dry cloth and dust with fresh flour before trying again. Use as little flour in rolling as possible, but use enough to keep the paste dry. Roll with a light even long stroke, in every direction, but never work the rolling pin back and forth, as that kneads the paste and toughens it, besides breaking the bubbles of air. The number of layers of butter and paste make it flaky, and every bubble of air that is folded in helps it to rise and puff in baking.



RAISIN PIE

- $\frac{3}{4}$ package seeded raisins.
- $1\frac{1}{2}$ cups water.
- 1 cup sugar.
- Pinch of salt.
- 1 tablespoon *Purity Flour*.
- 2 tablespoons butter.
- 1 well-beaten egg.

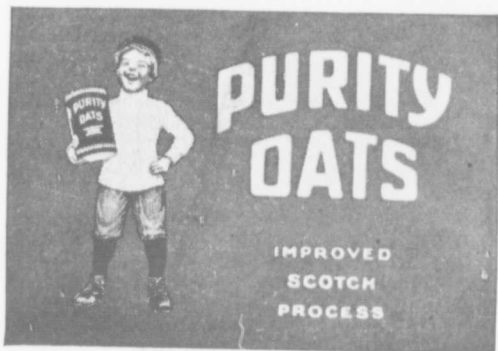
Put water on raisins, mix sugar and flour and add to raisins. Add butter and salt. Cook 10 minutes. Cool and add well-beaten egg. If spice is desired, use a little nutmeg and allspice. Bake with 2 crusts.

CUSTARD PIE

- 2 eggs.
- $1\frac{1}{2}$ cups milk.
- 3 tablespoons sugar.
- Nutmeg.
- Pinch of salt.

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Boil milk, add sugar. Remove from stove and cool. Add eggs well beaten. Line pie-tin with pastry and add custard. Sprinkle with nutmeg. The boiling of the milk adds to the flavor of the custard. Bake in a quick oven at first to set the rim. Decrease the heat afterwards, as egg and milk in combination need to be cooked at low temperature.



Regular users of the famous *Purity Oats* need no information on the perfect methods of manufacture employed to produce this famous breakfast food.

Recent users and those who are just becoming acquainted with *Purity Oats* will be interested in knowing that only the highest grades of the famous Alberta oats are used in the Purity Mills.

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The most modern improved Scotch process treats this perfect cereal in such a manner as to retain in the finished product the rich, nut-like flavor which makes *Purity* the popular breakfast food for young and old throughout Canada.

The latest machinery carries the plump, perfect oats through the process of manufacture to the air-tight, germ-proof tubes without the touch of human hands. No precaution is overlooked to insure the absolute cleanliness of this perfect breakfast food.

Each package of *Purity Oats* contains a coupon redeemable for handsome and useful silver articles of tableware, the manufacture of the famous Wm. Rogers & Sons Co. of Niagara Falls.

In these days of expensive living the saving of these coupons has proved the economical means of handsomely decorating the tables of thousands of the thrifty housewives of this country, and in making *Purity Oats* coupons redeemable for the famous Wm. Rogers silverware, the Western Canada Flour Mills Co., Limited, has placed a real value on their coupons.

Use
Purity
Oats.
The
Empire's
Breakfast.

OATMEAL COOKIES, NO. 1

- | | |
|-----------------------|------------------------------------|
| 1 cup butter or lard. | 3 cups <i>Purity Rolled Oats</i> . |
| 2 cups brown sugar. | 2 cups <i>Purity Flour</i> . |
| 1 cup milk. | 2 teaspoons baking powder. |

Mix butter and sugar, then milk. Add the *Purity Flour* in which the baking powder is sifted. Allow the mixture to stand. Roll them and cut in oblong pieces.

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OATMEAL COOKIES, NO. 2

Use
Purity
Oats.
The
Empire's
Breakfast.

Beat 1 cup of brown sugar to a cream, with $\frac{3}{4}$ cup of shortening ($\frac{1}{2}$ butter, $\frac{1}{2}$ lard), add 2 eggs well beaten, $\frac{1}{2}$ teaspoon vanilla, $\frac{1}{2}$ cup hot water in which has been dissolved $\frac{1}{2}$ teaspoon soda. Then add 2 cups sifted *Purity Flour*, 2 cups *Purity Oatmeal*, $\frac{1}{2}$ package seeded raisins, chopped, $\frac{1}{2}$ teaspoon salt. Drop on greased bottoms of inverted pans. Bake in a moderately hot oven.

PURITY ROLLED OATS PORRIDGE

3 cups boiling water.
1 teaspoon salt.
1 cup *Purity Rolled Oats*.

Have salted water boiling, add gradually the rolled oats, stirring constantly. Boil over direct heat for 5 minutes, then return to double boiler and boil $\frac{1}{2}$ hour. This may be made in the evening and reheated in the morning. The long standing improves the porridge.



THE PURITY FLOUR COOK BOOK

A description of *Purity* products would be incomplete without some mention of the *Purity Flour Cook Book*.

This latest publication on the culinary art is the work of Miss E. Warner, a well-known authority on

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food preparation, who already has to her credit several notable publications on kitchen practice. Miss Warner had the assistance of the Company's staff of analytical chemists, with their experience of many years in testing and experimenting with *Purity Flour*. To further insure the reliability of the advice contained in the *Purity Flour Cook Book* we

secured the assistance of the Domestic Science Department of the famous Macdonald College in reviewing and correcting the book to its present form.

Physically the book is a work of art, and its 180 pages of reliable and tested recipes are handsomely bound in substantial grey and gold covers. The text is interspersed with attractive illustrations of completed food preparations.

Although only recently issued, the book has received a wide distribution and has been commented on most favorably by Domestic Science experts, housewives, and printers and publishers of similar literature. The text of the book carries tried and tested information on the preparation of all manner of dishes, from soups and entrees to the dainty desserts and delicious confections which give the necessary variety to the daily menu.

The *Purity Flour Cook Book* is in no sense of the word a selfish exploitation of *Purity Flour*, and while issued to interest the housewife in the use of *Purity Flour*, the Company hopes to attain this end through the service rendered in furnishing between the handsome covers of one book reliable information on the preparation of all dishes for all meals.

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THE PURITY FLOUR COOK BOOK

is a handsomely bound 180-page collection of recipes and instructions on the preparation of all manner of nutritious and necessary dishes, from the strength-giving delicious soups to the dainty, tasty desserts, which, when economically and judiciously served, add the necessary variety to the daily meals.

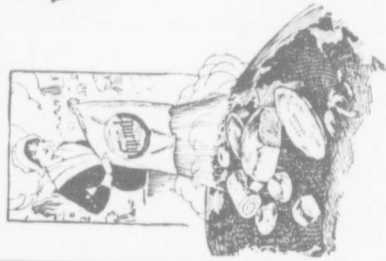
The Purity Flour Cook Book has been reviewed and approved by the Domestic Science Department of Macdonald College, and is written in the non-technical and easily appreciated language of the home kitchen.

Fill in the Order Form on the back of this page. Enclose it with 20 cents and secure for yourself a copy of this valuable modern kitchen reference book.



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CAKES
AND
PASTRY

ARE
BAKED
FROM

PURITY FLOUR

THE STRENGTH OF THE WORLD'S BEST WHEAT



IS SEALED IN
PURITY FLOUR

NATIONAL ART COMPANY, TORONTO