

C I R C U L A R

Phone: J 3128 (3 lines)

CHARLES STREET, ABBOTSFORD, N.9

J. McALPIN & SONS

Self-Raising Flour Manufacturers

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Dear Madam,

We have pleasure in forwarding to you a copy of "The Better Way on Baking Day"—the McAlpin Recipe Book, which we trust will reach your hands safely. Should any of your friends desire a copy, we will arrange to send them one on receipt of a communication and the full name and address.

The McAlpin Recipe Book has been specially compiled in a most practical manner, and is an authentic guide for those who like their baking to be as near perfect as possible. The Recipes are easily followed, and each one is clearly set out in order that even an inexperienced person may follow same without difficulty, while there is a wide range of recipes, which enables you to vary your baking.

If you have any Recipes of your own you can easily write or paste them in the book, as several pages have been inserted for this purpose—while if you have any special recipes that call for the use of McAlpin's Self Raising Flour, we shall be pleased to receive them.

You can rest assured that you will find McAlpin's Self Raising Flour satisfactory for all classes of baking.

With Best Wishes,

Yours Faithfully,

J. McAlpin & Sons