



## Children love Jelly Roll just like *this*—

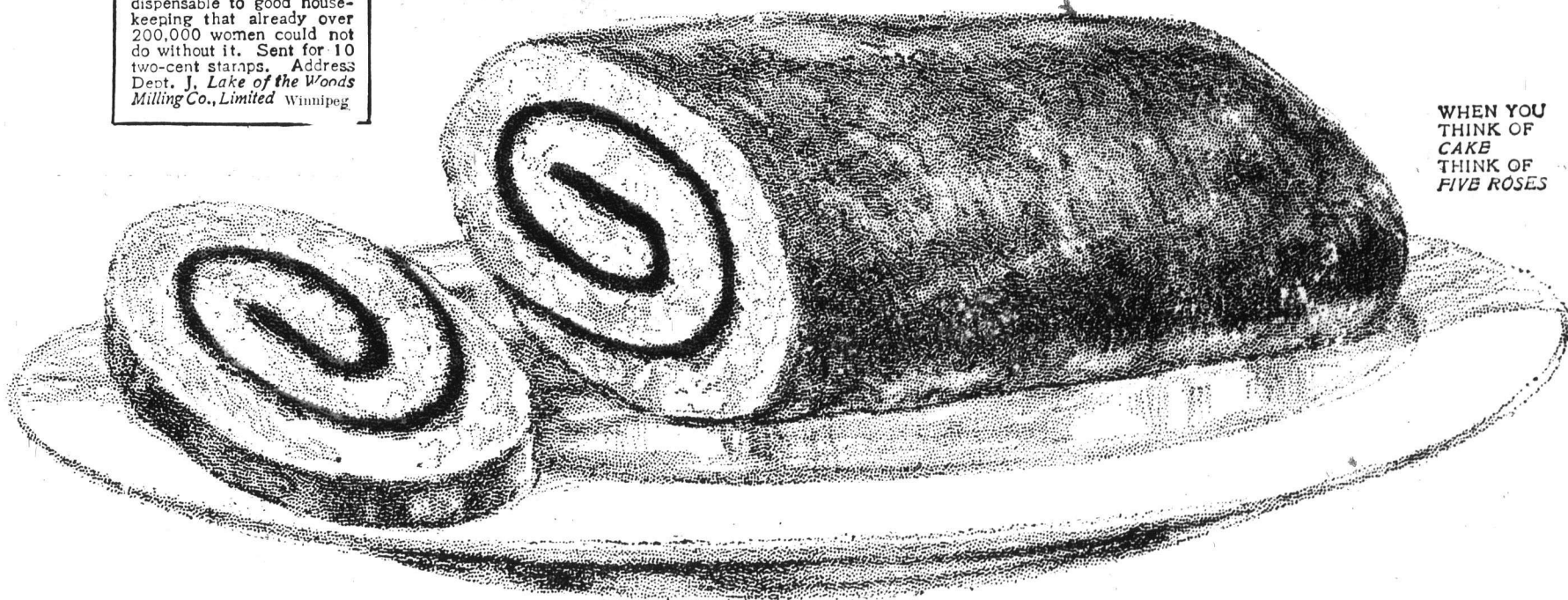
- baked from FIVE ROSES flour
- therefore an enticing oval lined with fresh jelly.
- with a bright, well-risen crumb that is soft, and spongy, and yielding.
- light and daintily digestible.
- and, above all, so amazingly alluring without a crack, or break, or seam to mar its exquisite smoothness.

The strength and fineness of FIVE ROSES flour hold the batter together in the long, well-greased pan, promising a uniform raising in the oven. Its elasticity allows the quick, faultless rolling so essential.

In fact, all housewives eager and ambitious to excel in culinary art should adopt FIVE ROSES for all cakes, puddings, pastries and bread. It is fast becoming the household word for flour, so well liked that it far outsells any other flour made in Canada.

See that you *get* the flour you ask for.

**HOW TO ROLL A  
JELLY ROLL**  
*So that it can't break.*  
This, and many similar problems, together with over 200 tested cake recipes, also pages on bread, pastries, puddings, etc., all within the covers of the famous FIVE ROSES Cook Book. So indispensable to good house-keeping that already over 200,000 women could not do without it. Sent for 10 two-cent stamps. Address Dept. J, Lake of the Woods Milling Co., Limited Winnipeg



WHEN YOU  
THINK OF  
CAKE  
THINK OF  
FIVE ROSES