

When You Think of ROLLS—Think of Five Roses



THINK of the lightest bread sponge imaginable, brushed with sweet melted butter, baked into crisp bits of golden brown—and you think of FIVE ROSES rolls.

You will find it hard to confine them to only one meal. *Your* rolls will be in great demand.

There is no waste, so stubbornly do they retain their freshness and moisture. Merely by reheating in a well-steamed oven, they become as alluring and palatable as when first baked.

Because the men love rolls and will show their preference for the FIVE ROSES kind, we invite you to please your folks with a batch of these dainty bread morsels baked from

Five Roses[★] FLOUR *for Breads-Cakes Puddings-Pastries*

Not merely to rolls and buns, but to *all* your bread-making, FIVE ROSES brings the vitality so plentifully stored up in the ripe Manitoba wheat. And we mill it exclusively from the fat, well-fed kernels so powerfully rich in food value.

Let FIVE ROSES be a consistent ingredient in all your bake-things. Your foods will be so much finer and porous, so much more digestible.

And so delicious in savour and aroma that the children will eat more of the breadstuffs that are so good for them.

FIVE ROSES invites *you* to reduce your meat bill and increase the family health.

HOT ROLLS MADE EASY—Many pages on rolls, buns and delicate bread morsels. Tested, infallible recipes with full directions. Send for the FIVE ROSES Cook Book. Gives accurate, understandable information on bread, pastries, pies, puddings, rolls, sandwiches, cookies, etc. So essential to ambitious housewives that over 200,000 women wouldn't do without this famous 144-page manual. Sent to YOU for 10 two-cent stamps. Address Dept. E375.

LAKE OF THE WOODS MILLING COMPANY, LIMITED
MONTREAL



*Guaranteed NOT BLEACHED—NOT BLENDED.

NOT BLENDED