



## An Elastic Crumb for Faultless Rolling

The lady who baked this Jelly Roll had previously maintained that it was impossible to roll it without cracking the surface—until she used the recipe here given and FIVE ROSES flour.

Just imagine how softly elastic and spongy your cake texture must be to roll so smoothly and evenly without a crack or seam to mar its exquisite smoothness.

Will you not let this actual reproduction of a FIVE ROSES cake coax YOU to the use of

# Five Roses<sup>\*</sup>

FLOUR for Breads-Cakes  
Puddings-Pastries

The strength and fineness of FIVE ROSES hold the batter together in the long, well-greased pan, promising a uniform raising in the oven. The same elasticity in FIVE ROSES that allows the faultless rolling in this cake will yield a bright, well-risen crumb, open and porous, in all your sponge and layer cakes. Then, because of its amazing lightness and lasting freshness of flavour, FIVE ROSES flour eliminates waste in cake-baking, for it is the cake you make and don't eat that is costly.

Not only quality but patriotic economy suggests the use of FIVE ROSES for all cakes, puddings, bread or pastries.

*TO SIMPLIFY BAKING PROBLEMS and economize in baking, send for the famous FIVE ROSES Cook Book. It contains over 200 cake recipes, pages on bread, pastries, puddings, muffins, biscuits, etc. So indispensable to good housekeeping that already over 400,000 women could not do without this 144-page baking manual. While our present edition lasts, we will mail it on receipt of 10 two-cent stamps. Address Dept. E-310.*

LAKE OF THE WOODS MILLING CO., LIMITED  
MONTREAL



### FIVE ROSES "JELLY ROLL"

3 eggs (beaten separately)  
1 cup sugar  
2 tablespoons sweet milk.  
2 teaspoons baking powder.  
1 cup FIVE ROSES flour.  
Lemon flavoring.

Beat the yolks with the sugar and sweet milk. Beat the whites to a stiff froth, then thoroughly with the yolks and sugar. Mix the flour and baking powder and add other ingredients. Flav-

or with lemon, spread in thin layer in well-greased pan, and bake immediately in moderately hot oven.

**NOTE ON JELLY ROLLS**—While hot, remove from pan and lay on cloth wrung out of cold water. Sprinkle a little sugar on cloth, and while cake is still warm spread with jelly and roll quickly, putting your hands under the cloth. This helps to keep the cake from cracking. If there are any crusty edges that might interfere with proper rolling, trim off with a sharp knife while still hot.



\*GUARANTEED NOT BLEACHED—NOT BLENDED