



**R**IGHT FROM THE START, users of FIVE ROSES flour are encouraged to attempt new ventures and court fresh culinary triumphs. While the plain apple and custard pies are always welcome visitors, the more pretentious lemon pie with its meringue top soon puts in a more frequent appearance in FIVE ROSES households.

Then, flushed with success, the economical FIVE ROSES user finds in the toothsome FIVE ROSES pie crust a wholesome and alluring receptacle for the remnants of a meat dinner, the scraps from a dainty chicken, or the ragged bits of beef, veal or lamb. And, even as a Raised Pork Pie, the agreeably disguised left-overs are called delicious by hungry folks throughout Canada.

No matter what your favourite pie filling, FIVE ROSES flour produces a close-grained flakiness that melts away on the tongue-tip, a crisp crust that *digests unconsciously*.

You who have so successfully used FIVE ROSES in plain, everyday baking, don't hesitate to attempt the finer pastries and cakes that round out your baking reputation.

BE A PERFECT PASTRY MAKER—Send for the famous 144-page FIVE ROSES Cook Book. Full directions on the making of Tarts, Pies, Cakes, Pastries, Puffs and Patties. Pages on Bread, Puddings, Biscuits, etc. The FIVE ROSES Cook Book will make you successful. So essential that already over 300,000 ambitious housewives have found it indispensable. Sent to YOU for ten 2-cent stamps and the coupon below. Address Dept. E-305, LAKE OF THE WOODS MILLING CO., LIMITED, MONTREAL.

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COUPON FOR THE FIVE ROSES COOK BOOK

Being a satisfied user of FIVE ROSES flour for Bread, Cakes, Puddings and Pastries, I enclose 20c in stamps. Please mail FIVE ROSES COOK BOOK as offered in EVERYWOMAN'S WORLD, May number.

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