



This is the Loaf she Baked—
 This genuine country bread was baked by an habitual user of FIVE ROSES, and sent to us *unsolicited!* Unbelievably good with its thin, crackling crust, its well-swollen personality conveying a promise that was equalled by performance. This is the contagious quality loaf that by making FIVE ROSES so easy to sell, makes it harder to sell any other flour.

This is How she Baked it—
 Cook 2 potatoes about 1 o'clock p.m., then take the water from the potatoes and scald about 2 tablespoons FIVE ROSES. Grate potatoes very fine and add to above. When cooled a little, soak 1 Royal Yeast Cake in a little warm water, to which add 1 teaspoon sugar. Add to last-mentioned mixture with ½ teaspoon ginger. Mix and keep in warm place until 5 or 6 in afternoon. Then take 1 cup or more (according to quantity of bread desired) and mix with warm water. Let stand and mix again before bedtime, working dough long enough not to have to work it again in the morning. The harder the dough at this stage the better the bread. Next morning, put the dough in pans, let rise 2 hours, and bake.

When mixing the dough, it is good to add ½ cup of olive oil* or a piece of butter, which makes good soft bread.

And this is What she Says—

I always bake with FIVE ROSES, which I consider the best, and I got mostly all my neighbors to do the same and they seem to be all successful. You will notice that all my recipes call for Olive Oil*, as I am always more successful with it than with butter, as everything is lighter.

Mrs. Sarah Leckovitz
 Sturgeon Falls, Ont.

* A free sales suggestion to the alert dealer.

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Among every dealer's customers, there is always one (sometimes several) buyers whose flour products are uniformly successful.

When she displays her justly famous bread and pies, her cakes and puddings, what a tremendous selling suggestion she is to all who envy her contagious success!

This compelling missionary work becomes an automatic part of your sales work when YOU sell

Five Roses*
 FLOUR *for Breads-Cakes
 Puddings-Pastries*

And the thousands of FIVE ROSES Cook Books which we are steadily pouring out—of which already almost a quarter million have been distributed to flour buyers—teach FIVE ROSES users to be successful—

- to use more flour
- to try new recipes
- to convert new buyers.

The dealer who profits most by these silent forces at work throughout Canada—which cost him nothing—is he who is always in a position to meet the buyer with the brand she wants!

Ask your jobber for FIVE ROSES, or write our nearest office.

LAKE OF THE WOODS MILLING CO., LIMITED
"The House of Character"
MONTREAL

Toronto, Ottawa, London, St. John, Sudbury,
 Winnipeg, Keewatin, Vancouver, Calgary,
 Medicine Hat.

* Guaranteed NOT BLEACHED—NOT BLENDED.