



## Children love jelly roll just like *this*—

- baked from FIVE ROSES flour, of course.
  - 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 in every weather.
  - and, above all, so amazingly alluring, without a crack, or break, 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\***  
FLOUR for Breads-Cakes  
Puddings-Pastries

### 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 housekeeping that already over 250,000 women could not do without it. Sent for 15 two-cent stamps. Address Dept. J-406, Lake of the Woods Milling Co., Limited, Montreal.

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, and you will need no further urging.



WHEN YOU  
THINK UP  
CAKE  
THINK OF  
FIVE ROSES.