



When You
Think of
Cakes
Think of
Five Roses

How Well It Cuts

Of course a FIVE ROSES cake proves itself in the eating, but the way it cuts is a sure indication of the desired qualities.

You will at once note that it does not crumble under the keen-edged knife. There is no roughness on the face of your *company* cake.

It cuts well without crumbling, because its moist freshness holds the texture together till eaten. And because it keeps fresh, it prevents waste! And because it prevents waste, the FIVE ROSES way is the *economical* way to make cakes. Remember that it is the cake you make and don't eat that is costly.

To amazing lightness and lasting freshness of flavour, you add economy when using FIVE ROSES flour.

Bake your next cake from FIVE ROSES and watch it disappear—the most pleasing tribute to your baking skill.

OVER 240 CAKE RECIPES—a different recipe for every occasion, each tested and reliable. Economical ways to bake Bread, Cake, Puddings and Pastries. So indispensable to ambitious housewives that already over 400,000 women have sent for this famous 144-page book. Get YOUR copy of the FIVE ROSES Cook Book. Mailed on receipt of 20c (stamps or silver). Address Dept. E-325

LAKE OF THE WOODS MILLING CO. LIMITED
MONTREAL WINNIPEG

