

## NOW PEEP AGAIN INTO YOUR OVEN



See those loaves, those pleasing loaves you've made.  
How fat—rounded—substantial.  
No, they **won't** fall when colder.  
Because the Manitoba strength that is in **FIVE ROSES**  
will hold them up till eaten.  
This sturdy elastic gluten has kept them from falling flat  
in your oven.  
And there are no unsightly holes 'twixt crust and crumb  
—all risen evenly to **stay** risen.  
Never heavy—soggy—indigestible.  
These are **FIVE ROSES** loaves: crinkly and appetizing  
of crust—golden brown and tender.  
Snowy of crumb, light as thistledown.  
**FIVE ROSES** is an easy flour to get: almost every grocer  
likes to sell it.

**LAKE OF THE WOODS MILLING CO., LTD.,  
MONTREAL**

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