THE WAY TO A MAN'S HEART

Infallible Rules, Unlimited Cooking Opportunities—All Made Plain, Simple and Convenient

The Cook Book You Have Always Needed. Now Yours for the Asking

"The Way to a Man's Heart"

HERE for the *first* time are infallible rules, unlimited cooking opportunities that strip baking of its mystery. A vast repertoire of practical, inexpensive directions painstakingly chosen from the contributions of over 2,000 successful users of FIVE ROSES flour throughout Canada—not compiled by experts for experts, but for the novice as well as for her who has forgotten how—for you, and me, and the neighbours. That longing to be a better home-maker—give it practical expression today. Accept this *extraordinary* offer—

Today we offer you

THE FIVE ROSES COOK BOOK

LARGE readable print, expressly made for it, 7 inches wide by 10 deep, the FIVE ROSES book of cookery brings you 144 pages of tried and true recipes, home-like recipes calling for nothing that cannot be obtained at the town or village store. Every recipe tested by the LAKE OF THE WOODS MILLING COMPANY, so that there is no possible waste of material or disappointment. Lies flat on the kitchen table, bound expertly to last for years, it has already satisfied every baking ambition of over 100,000 housewives.

Read the Headings

When your copy comes to you, turn to the convenient index. Doesn't it tempt you to bake? From the making of bread to Charlotte Russe! Canada's finest home cooks and a few professionals have contributed their finest for your benefit. Recipes for the making of Buns, Biscuits, Bread of all sorts, Cake, Candys, Cookies, Crackers, Crullers, the ever popular Doughnuts, Dumplings, Fritters, Gems, Gingerbread too, and Griddle Cakes, Icings, Muffins, Pancakes, Pastry, Patties and Pies, Puddings, Puffs, Rolls, Rusks, Sandwiches, Sauces, Scones, Snaps, Tarts, everything.

Never More a Bad Loaf of Bread

The pages on bread will raise your level and reduce your cost of living. Presents simply and practically the side of baking that appeals to every housewifely instinct. Beginners get good results and *encouragement*. You will be keenly interested in the various methods in favour in every province of Canada. There is a kind of bread described that can be made in 2 hours! And for the socially inclined, 5 pages of Dainty Sandwiches supply something absolutely original.

Pastry Making Made Easy

Pies and Puff Paste, Cakes and Cookies—every attempt is crowned with success. The FIVE ROSES recipes are infallible—it brings you luck in pie crust and the so-called difficult things. The little errors that crept into our first edition have all disappeared and everything is *guaranteed* to turn out well. Something fresh every day if you want it—there are so many good things one never finds elsewhere—an endless selection, a chance to attempt what you never dared before.

Hundreds of recipes *without eggs* and with few ingredients for the economical cook. Hints for left-overs and scraps that reduce expense. The FIVE ROSES Cook Book is indispensable in the kitchen, where home improvement starts. Do you want it?

The Coupon Brings You the Book

Cut out the FIVE ROSES coupon today. Don't delay, don't risk not being on time! The book cost us a small fortune, but you get it free today for the cost of postage and handling. Send 10 cents (stamps or silver) for postage, fill out the coupon and mail today. Address your envelope

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