



Save a Loaf at Every Baking

"We have been using FIVE ROSES FLOUR and can gain a loaf of bread on every baking."—Miss H. R., Brougham, Ont.

"Always go back to FIVE ROSES, as I have more bread with same amount of flour."—Mrs. C. H. McN., Englehart, Ont.

"I use 7 quarts of FIVE ROSES in my recipe. Other flours I have used take 9 quarts."—Miss A. P., Marshville, Ont.

"Am positive one can get more bread out of a bag of FIVE ROSES flour than from any other kind."—Mrs. N. H., Copetown, Ont.

"Always an extra loaf from the same quantity of flour."—Mrs. A. M., West Summerland, B.C.

"The most profitable flour a poor man can possibly obtain."—Mrs. T. S. McC., Rodney, Ont.

COMBINED with its great nutrition and enticing eating qualities, FIVE ROSES is the acknowledged flour to-day for economical baking.

It actually saves flour and the money that that flour costs. This on account of its bigger yield due in turn to its glutinous strength and water-absorbing capacity.

Exactly how much it will save you depends upon how much baking you do, and upon how much bread you make at one baking.

Read what thrifty housewives write us in the margin. It points the way to patriotic economy.

You know how much FIVE ROSES flour you can bake in a year. By saving a loaf at every baking figure out for yourself how long it will take to save for a War Bond.

*Over 400,000 Housewives Now Bake
Without Waste*

You also can practise baking economy through the famous FIVE ROSES Cook Book. Over 25 pages of recipes, hints, and wrinkles on bread making, plus a wonderful chapter on Sandwiches. Then over 200 cake recipes, and hundreds of directions on pies, puddings, pastries, rolls, biscuits, etc. Also economical uses for stale bread and cakes, left overs and so on. Get YOUR copy of this 144-page baking manual. Mailed on receipt of 10 two-cent stamps. Address Dept. E 370,

LAKE OF THE WOODS MILLING CO. LIMITED,
MONTREAL.

Five Roses^{*}

FLOUR

for Breads-Cakes
Puddings-Pastries



* GUARANTEED "NOT BLEACHED—NOT BLENDED"