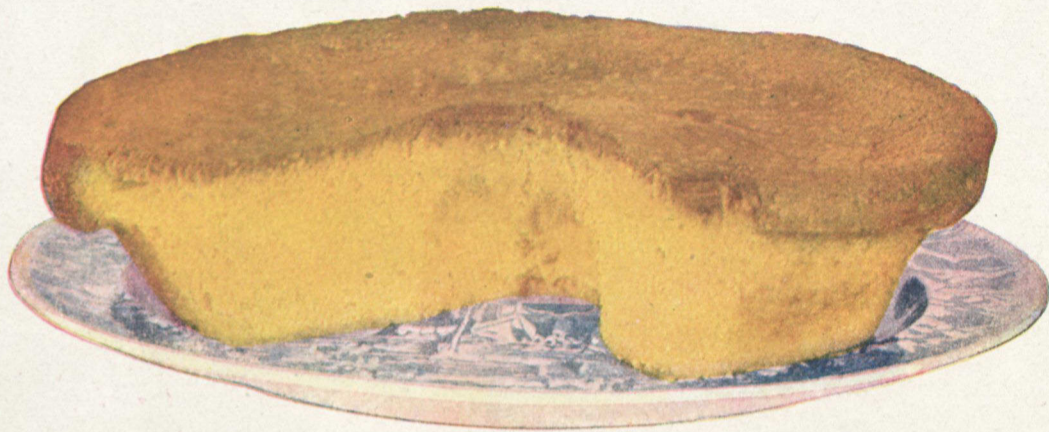


Its Lasting Freshness Brings Economy



IT ISN'T cake-making, it's cake *waste* that is extravagant. It is the cake you bake and don't *entirely* eat that is costly. Here again true kitchen thrift suggests the use of FIVE ROSES flour for *all* your baking. *It prevents waste by keeping fresh.*

Long after ordinary cake is dry and tasteless and is wastefully thrown away, you can readily identify a FIVE ROSES cake by its rare freshness of flavor and a texture still soft and moist.

Left-overs are thriftily reduced by the new deliciousness that FIVE ROSES flour imparts. Eager consumption is encouraged by the bright, porous texture, the well-aerated crumb, and the thin, tender crust.

When you use FIVE ROSES flour, it is pleasant to know that you are getting more than mere Eating Qualities. You are practising *genuine* economy.

FIVE ROSES FLOUR FOR BREADS, CAKES PUDDINGS, PASTRIES.

HOW TO MAKE OVER 200 CAKES WITHOUT WASTE—In the famous FIVE ROSES Cook Book there are hundreds of cake recipes without eggs and with few ingredients for the economical cook. More than 400,000 women are now making their cakes, bread, rolls, puddings and pastries from its 144 pages. If you wish to be successful, send for the FIVE ROSES Cook Book. If you wish to be economical, send 30c for your copy. Address: Dept. E330.

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