



When
You Think
of BREAD
Think of
FIVE ROSES

Make Your Bread Enticing

Bread is so essential to growth and vitality, you should encourage your folks to eat more. Win them to bread-eating by making your bread **irresistible**.

Baked from FIVE ROSES flour, your loaf enjoys a unique personality that belongs to none other.

Appearance, flavour, digestion, economy — all are served by using

Five Roses[★] FLOUR for Breads-Cakes Puddings-Pastries

In the same splendid loaf, let it bring you this extra quality: — a fulness of nutlike flavour, a sweetness that is envied by the best cooks everywhere.

- a crisp, thin crust that is crinkly and toothsome.
 - an elastic texture, porous and well-risen, that retains for days its original freshness, the kind that cuts without crumbling.
 - every slice not only a delight, but a source of vitality, alive with the matchless nutrition of Manitoba's richest wheat.
 - a downy lightness ensuring ready and complete digestion.
- FIVE ROSES brings **more**—it brings **economy**. Because of its uncommon strength, it absorbs more liquid and produces more loaves with less exertion.

Insist on FIVE ROSES flour for *all* your baking.
It promotes the family health and mitigates the high cost of living.

OVER 200,000 WOMEN HAVE SENT for this 144-PAGE BOOK

It gives many uses for stale bread and cake; French toast, bread puddings, bread crumbs, croquettes, pulled bread, bread dust. A splendid chapter on sand-wick making.

ALL ABOUT BREAD AND CAKE MAKING

The famous FIVE ROSES Cook Book also gives complete, understandable information on pastries, tarts, puddings, biscuits, buns, rolls, fruit cakes, cookies, etc. Over 200 tested cake recipes. Crowded with the best selected recipes of thousands of successful users of FIVE ROSES flour throughout Canada. Send for your copy of the FIVE ROSES Cook Book, mailed for 20 two-cent stamps. Address Dept. T, LAKE OF THE WOODS MILLING CO. LIMITED, MONTREAL.



Packed in
Bags of 7,
14, 21, 42,
and 56 lbs.
Also
Barrels
of 5 and
150 lbs.

★ Guaranteed
NOT BLEACHED — NOT BLENDING