



It is just as easy to "EXCEL" as it is to be "COMMONPLACE"

Possibly the genius of cookery, as of painting or music-making, is born and not made. That makes no difference to you. Having purchased

# Robin Hood Flour

you are on the right road to good baking

And if your bakings are made in accordance with the recipes given in the ROBIN HOOD COOK BOOK, they will surely excel those "Mother used to make," unless she, wise woman that she is, has also heard the call of the times and uses ROBIN HOOD FLOUR.

The \$10,000.00 ROBIN HOOD COOK BOOK prepared by Mrs. Rorer, the world-renowned authority on cooking, contributor to the "Ladies' Home Journal" and author of standard works on the culinary art, can be secured free in exchange for coupons found in every sack of

## Robin Hood Flour

