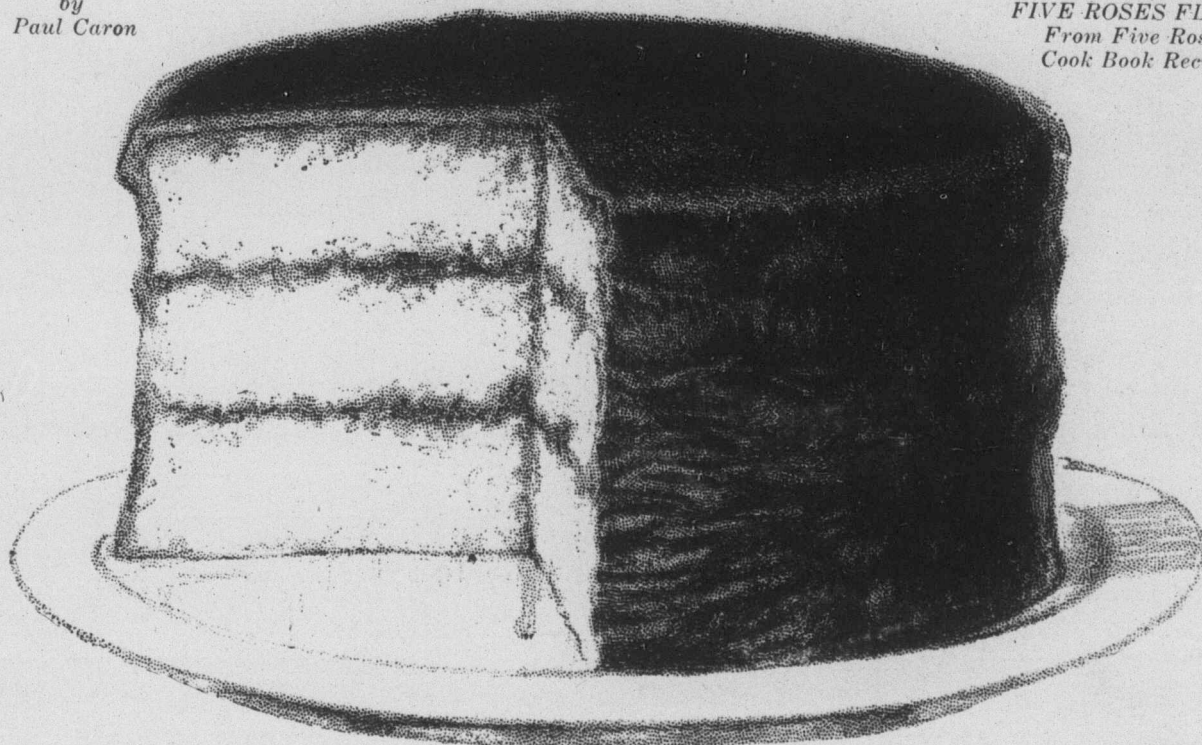


Drawn from Still Life  
by  
Paul Caron

Baked from  
FIVE ROSES FLOUR  
From Five Roses  
Cook Book Recipe



**C**ONSIDER that people don't eat flour—they eat bread, and cakes, and pastry. They eat what the flour makes. That is where the cut-price miller and the long-term jobber can't help you. No flour can make the cakes FIVE ROSES flour\* makes, nor bread nor pastry—any user will tell YOU that. When you realize that to sell more flour at a better price and to maintain every new connection you must sell better flour products, then don't you see why FIVE ROSES flour is the best selling trade-mark in Canada? Not every dealer will sell it (we don't want every dealer to sell it). Only the retailer who wishes to best serve his customer will sell FIVE ROSES.

LAKE OF THE WOODS MILLING CO., LIMITED  
MONTREAL "The House of Character" ST. JOHN, N.B.  
Daily Capacity, 13,600 barrels.

\*Not Bleached—Not Blended.