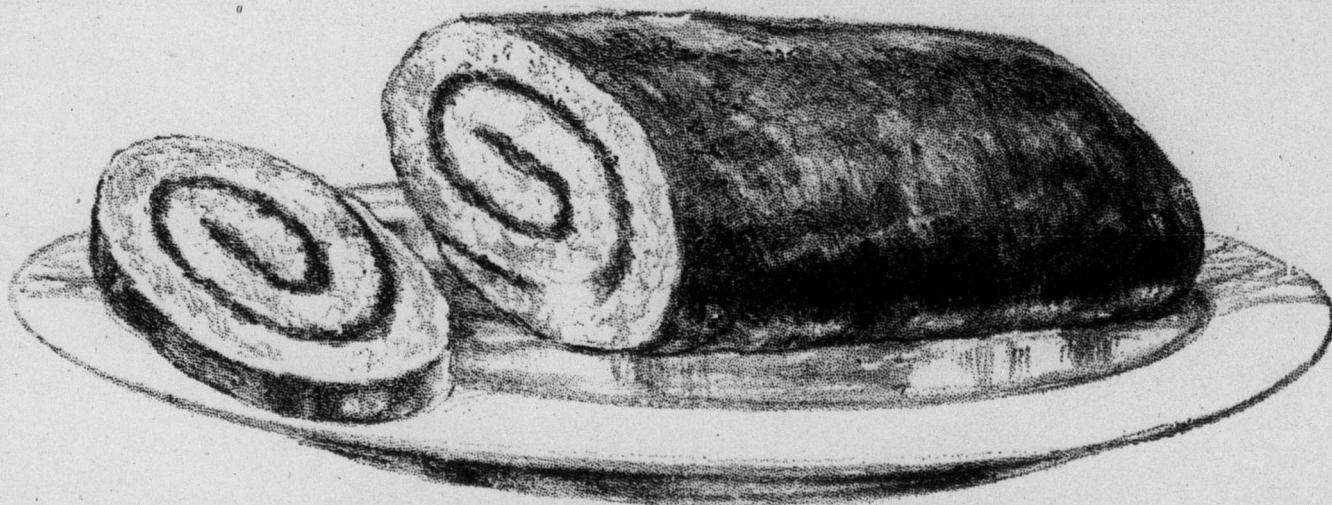


CANADIAN GROCER



YOUR first FIVE ROSES sale yields a *double* profit: immediate good-will and increased turnover to come. The stimulus to turnover (without which there is no money in flour), comes from certain satisfaction. But it also comes more particularly from *increased consumption*. Simply because more flour is used when it is used *successfully*. Because more flour is sold where FIVE ROSES is sold, may we urge you to sell

Five Roses*
FLOUR for Breads-Cakes
 Puddings-Pastries

To handle FIVE ROSES is to appropriate to your own direct advantage the tremendous selling force inherent in the brand as well as the intelligent selling energy behind it.

The FIVE ROSES promotion that is gradually penetrating into even the most remote places is having a daily effect in every Canadian store. The consumer is not only being induced to specify this brand, but is readier to accept it when offered.

Every day some retailer somewhere is selling a housewife her first bag of FIVE ROSES. He is building more solid than he thinks.

Ask your Jobber or Nearest Office

LAKE OF THE WOODS MILLING CO., LIMITED

"The House of Character"

MONTREAL WINNIPEG

Toronto Ottawa London Sudbury
 Quebec St. John, N.B. Calgary Keewatin
 Fort William Medicine Hat Vancouver
 Portage la Prairie



*Guaranteed NOT BLEACHED—NOT BLENDED.