



These, Brother Grocer, are *not* professional products. They are the pride of common, every-day flour buyers who prefer FIVE ROSES for obvious reasons. The Finger Rolls you see were baked by a Montreal matron, the French Rolls should be credited to a young lady of Lachine. Faithfully and without exaggeration, our engravers' truthful camera submits them here. The simple difference is that FIVE ROSES is written all over them.

Five Roses[★]

FLOUR *for Breads-Cakes
Puddings-Pastries*

Hot Rolls or Buns for Breakfast, Bread or Biscuits — think how many housewives in your district serve them every morning. Let YOUR customers make them from FIVE ROSES in the FIVE ROSES way, and you will have captured the breakfast table without fear of counter attack. Sell the flour that insures a happy, healthy breakfast, and every meal becomes open to your salesmanship. Every single thing that FIVE ROSES makes entrenches you more firmly in the flour buyer's confidence. Those who for years have sold FIVE ROSES will tell you whether or not it echoes pleasingly in the cash register.

LAKE OF THE WOODS MILLING COMPANY, LIMITED
MONTREAL

*Guaranteed NOT BLEACHED—NOT BLENDED.