



*To Pry Open
New Profits*

The wedge of pie shown here is most excellent. Show us the woman who makes poor pies and you show us a poor consumer of flour. Her bag or barrel lasts longer than the successful pastry maker's. As a customer she does not increase your turnover as does the triumphant user of

FIVE ROSES FLOUR

NOT BLEACHED—NOT BLENDED

Pies and pastries are a luxury that FIVE ROSES has made a necessity in almost a million homes. A wedge from a FIVE ROSES pie opens up new profit opportunities to the wide-awake retailer. The best way to increase profits is to sell a flour that *automatically* increases your turnover—a flour that rouses every baking instinct in the ambitious housewife.

The FIVE ROSES habit is the consumer's happy march from one baking success to the next—bread, and cakes, and pastry. The index in the FIVE ROSES Cook Book gives all the delightful details. The flour that coaxes the *first-time* customer and compels the *repeat*, isn't that the flour for YOU to sell?

Ask your jobber or write our nearest office.

LAKE OF THE WOODS MILLING CO., LIMITED
MONTREAL WINNIPEG

"The House of Character"
Toronto, Ottawa, London,
St. John, N.B., Quebec, Sudbury,
Keewatin, Calgary, Vancouver,
Fort William, Medicine Hat,
Portage La Prairie
Daily Capacity 13,600 bbls.



PIES and Pastries — over 40 different kinds of Pie — think of it, ye pantry pirates. And all the toothsome directions for pastry baking and crust making. That's why the famous FIVE ROSES Cook Book is the kitchen bible of almost 200,000 Made-in-Canada housewives. Daily the FIVE ROSES Advertising Department is mailing out hundreds of these 144-page baking manuals, in order that every single user may learn to use a perfect product to the best advantage. Thereby we hope to increase the turnover of every retailer who has "seen the light."