



*Would
YOU Capture
The Breakfast Table*

EVEN the siftings at the bottom of a FIVE ROSES bag or barrel have been known to produce finer Rolls and Rusks than the very cream of the other man's flour.

Hot Rolls or Rusks for breakfast, Buns or Biscuits—think how many housewives serve these every morning. Let YOUR customers make them from FIVE ROSES flour in the FIVE ROSES way. Then all the breakfast tables in your own home town become buttressed against every attack of a jealous rival.

Is this not true, Brother Grocer, that if you sell a flour that insures a happy, wholesome, healthy breakfast, —then every other meal in the day becomes yours to have and to hold?

THE FIVE ROSES millers believe that it is not sufficient to produce a flour answering without fear of contradiction every culinary question. They believe (and practise) that they should teach every single user how to use a perfect product to the best advantage.

In the famous FIVE ROSES Cook Book, of which there are nearly 200,000 in Canadian homes already, there is a special chapter on Breakfast things to eat, besides almost a thousand other recipes. No matter how many NEW YEAR'S RESOLUTIONS you make and break, for the sake of better, bigger business, make *this* resolution bomb-proof: to sell this year only the flour that best serves your customers.

LAKE OF WOODS MILLING CO., LIMITED
Montreal "The House of Character" St. John, N.B.

FIVE ROSES FLOUR

Not Bleached—Not Blended



ROLLS are harder to reproduce than to get rid of when FIVE ROSES makes the dough. Mr. Paul Caron, probably the best commercial artist in Montreal, has reproduced in pen and ink an actual photograph of Hot Breakfast Rolls made from FIVE ROSES flour, not by an expert, but by a plain, everyday housewife from a cook book recipe. Mr. Caron's skill, however, could not reproduce the creamy delicacy of crumb, the nuttiness and crispness of crust. There's a revelation awaiting the housewife who first tries FIVE ROSES. Isn't this YOUR opportunity?