

*The  
Buy-Word  
for  
Flour*



In the staple field, through consumer confidence and recognition, FIVE ROSES has grown to be the best known trade-mark in Canada. The best known because **known as best!**

To be a "staple" means to sell oftener, which means bringing profit opportunities in quicker succession to the dealer. To keep unbroken this selling chain in which each bag is a link, each link a profit, Quality and Uniformity are essential. And if you look closely, you will see that these two essentials are an integral part of the FIVE ROSES Trade-Mark.

**LAKE OF THE WOODS MILLING CO., LIMITED**  
MONTREAL WINNIPEG

Branch Offices in 14 Canadian cities.