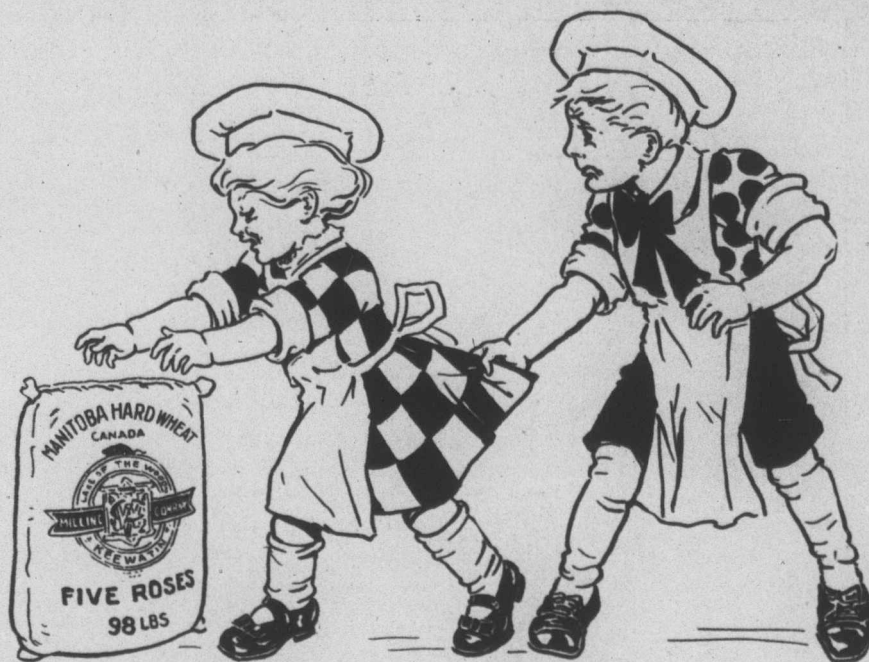


THE CANADIAN GROCER



Have YOU ever tried to switch her from FIVE ROSES?

Thousands of grocers sell this flour simply because they *couldn't* make her change.

Who has lost sales thereby?

Not he who sells FIVE ROSES, Brother Grocer, since its sales have increased *faster* than the population.

Thus proving that not only does it hold your customers but gets *new* ones for you.

Why have the FIVE ROSES sales increased from 800 barrels to 11,500 since 1888, from 1600 bags to 23,000 bags every selling day?

Every woman has a different reason for sticking to FIVE ROSES—and it is all these reasons put together that have made FIVE ROSES the *best-selling* flour in Canada to-day.

Why should YOU row against the current? Why not make more flour sales with less trouble?

This flour is packed to suit your trade in barrels and halves, and in bags of 7, 14, 24, 49 and 98 lbs.

Won't YOU ask your jobber to-day, or write our nearest office?

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Capacity, 11,500 bbls. Daily
MONTREAL

Five Roses Flour

Not Bleached



Not Blended