

Every Biscuit A Sales Push

Drawn
From
Still Life
by
Paul Caron.

Baked From
Five Roses Flour
From Five Roses
Cook Book Recipe
Page 37.

Every single thing FIVE ROSES makes helps you sell more flour. Thousands of good buyers never really

enjoyed Good Biscuits and Hot Breads till FIVE ROSES came to their homes.

They have enjoyed the even flakiness it brings, the creamy nutriment, and then they try it in *all* their baking.

Five Roses Flour*

Has shown them the way to Bakewell, and they are using more flour than ever before. They are making more bread, cakes, puddings, pastries, and the dealer who sells FIVE ROSES collects his little royalties on every kitchen triumph in as many homes as he has customers.

FIVE ROSES makes a bigger demand for the things it makes. That is how it increases its turnover and YOURS.

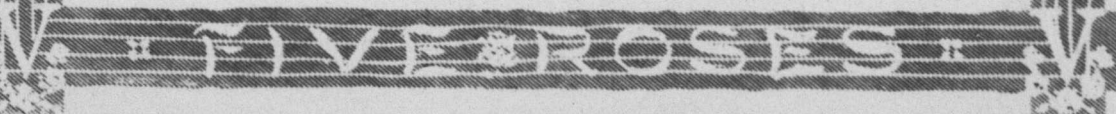
Will YOU not profit thereby?

Ask your jobber, or write nearest office.

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MORE than 200,000 Made-in-Canada housewives—all purchasers of flour—have thought enough of the FIVE ROSES Cook Book to write for it, war tax and all. Some days we receive almost 300 requests, enclosing return postage. FIVE ROSES means much more than just selling flour—it means educating YOUR customers to better baking ways, making her a better cook, her family happier and HUNGRIER FOR GOOD THINGS. And in making her successful you make her a better buyer. All who enjoy the FIVE ROSES Cook Book may not use FIVE ROSES just yet—but some day! Such is human nature.