

## To Decrease Your Cost Increase Your Turnover

**S**HOW your trade the Road to Bakewell!  
The brand "FIVE ROSES" is the signpost directing ambitious housewives in your trading radius to Better Bread, Better Cakes, Better Puddings and Pastries.

The woman who seeks this road has taken the initial step towards Increased Consumption, in the wake of which comes Increased Retail Turnover.

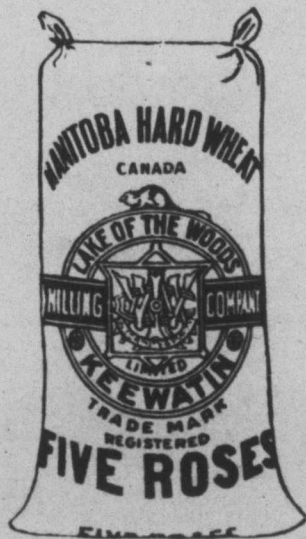
Cultivate the consumer who uses FIVE ROSES flour, for she radiates Baking Success. She is a constant source of inspiration to an ever-widening circle of quality buyers.

Consider the 40 grocery specialties whose retail movement is affected by successful FIVE ROSES buyers.

Every single item in your stock that can be classed as a baking ingredient finds increased sales in a FIVE ROSES household.

To decrease your overhead, increase your turnover. To speed up entire grocery turnover, sell FIVE ROSES flour.

**LAKE OF THE WOODS MILLING CO., LIMITED**  
Montreal "The House of Character" Winnipeg  
Offices in 16 Canadian Cities



Daily Capacity  
27,400 bags of 98 lbs.