



Chantry, Ont., Jan. 8, 1912

"I might say we use FIVE ROSES flour and think it cannot be beaten. In fact, when I remarked a few days ago that another bag of flour would soon be needed, my father said, 'Well, I suppose there is no use getting you anything but FIVE ROSES,' altho' it is miles farther to get it than several other kinds at nearer stores."

(Name on request)

Five Roses Flour

Not Bleached



Not Blended

If one buyer will drive miles past other stores in order to be sure of FIVE ROSES, what of the woman who has merely a street to cross?

It is inevitable that the store where FIVE ROSES flour is sold becomes the supply house of the best cooks in your district—because permanent patronage gravitates to the man best able to satisfy it.

There are many women in Canada to-day, Brother Grocer, who made their first FIVE ROSES purchase in 1888. These are the good cooks that teach the younger generation how to use flour—how to buy it.

Because FIVE ROSES has shown ability to hold what it has won and reach out for more, the output has grown from 800 barrels in 1888 to 10,500 barrels to-day. And soon, very soon, the big Keewatin mills will be too small.

Why don't you get YOUR share of the profits involved in such a large turnover, a steadily growing turnover? Your jobber knows FIVE ROSES—or write our nearest office.

LAKE OF THE WOODS MILLING COMPANY, Limited

Toronto
Ottawa
London
Sudbury

"The House of Character"
Capacity, 10,500 bbls. daily

Montreal

St. John
Keewatin
Winnipeg
Vancouver