

CANADIAN GROCER

*The Only Flour Publicly and Unreservedly Guaranteed  
"NOT BLEACHED—NOT BLENDED"*



*Comes over and  
over again to par-  
ticular Housewives  
in bags of 7, 14, 24,  
49 and 98 lbs. Also in  
barrels of 98 and 196 lbs.*

OVER a quarter century's successful trading confirms the belief that the first FIVE ROSES sale means established trade. Think of the numberless forces at work among Canadian housewives, like yeast in a ferment, to make your first sales easy and your repeats as nearly automatic as any staple can become! In the big flour selling movement near at hand, don't make the mistake of rowing against the current. Meet the consumer with the flour she really needs in order to secure such kitchen results as will make her a permanent source of flour profit.

*Ask Your Own Jobber or our Nearest Office*

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

**MONTREAL**

*"The House of Character"*

**WINNIPEG**

Toronto, Ottawa, London, St. John, N.B., Quebec, Sudbury, Keewatin,  
Calgary, Vancouver, Fort William, Medicine Hat, Portage La Prairie

Daily Capacity 13,600 bbls.