

Ready Acceptance

THAT is what is most required when you offer the consumer a commodity. The mere mention of FIVE ROSES makes the sale, thanks to the tremendous educational work being consistently carried on among consumers of flour. Push the brand the consumer readily accepts, on which the heavy sales work has already been accomplished. The majority of flour buyers are already educated on the amazing value of

Five Roses^{*}

FLOUR for Breads-Cakes
Puddings-Pastries

There is no hesitation, no suspicion, no protest, no time or money wasted when you sell FIVE ROSES. The consumer is in the *right* humour for further sales work on other articles. Even the purchaser who merely wants "flour" accepts FIVE ROSES with confidence. It is not an *unknown* brand with its attendant risks. It stands for consumer faith, which means quick, easy, rapid-repeating sales.

Ask Your Jobber or Nearest Office.

Lake of the Woods Milling Co., Limited

"The House of Character"

Toronto	Ottawa	MONTREAL	London	St. John
Sudbury	Winnipeg	Medicine Hat	Calgary	Vancouver

*GUARANTEED NOT BLEACHED—NOT BLENDED.

