

THE CANADIAN GROCER

Follow us, Brother Grocer, every day into thousands of smiling stores throughout Canada—big stores, small stores, and middling. And *you* will learn—

That the flour that sells *best* is the flour that *suits* best. We have watched since 1888 the keen, alert, progressive dealers ride on to fortune. Always the foundation has been the *Satisfaction of the Buyer*.

Look through the stocks selected by the big leaders in the trade—no matter what other brand or brands they carry, you will find FIVE ROSES flour there—

Five Roses Flour

Not Bleached



Not Blended

If *you* aspire after big flour sales some day, you must start at the bottom.

Build the *base* right.

Establish your business on such a firm foundation that it will be *impossible* for any competition the future may bring forth to steal away its prestige.

If the past does not prophesy falsely, Brother Grocer, FIVE ROSES flour and the LAKE O' THE WOODS connection will afford you a base as *solid as a rock*.

It must have many elements of success to have forced the sales expansion from 800 barrels in 1888 to 10,500 barrels a day with a still further increased capacity in sight.

Don't build on the shifting sands, Brother Grocer; don't YOU stock what progressive grocers are casting aside.

You can stock FIVE ROSES in any size or package to suit your trade.

At your jobber's—or 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
Keeewatin
Winnipeg
Vancouver

