

Five Roses Flour

Not Bleached



Not Blended

Selecting the Right Flour

I can say without contradiction, that for the past 20 years I have used the best brands of flour manufactured in the U. S. and Canada, and no other brand has given me the same satisfaction as FIVE ROSES. — Mrs. M. A. D., Roundwood, Ont.

FIVE ROSES makes the most bread out of a barrel than any other. Have kept house for 20 years and it has given me the best satisfaction for bread and pastry. — Mrs. J. E. L., Woodstock, N. B.

Used FIVE ROSES for about 10 years and find it the best for bread or any kind of pastry you could want. — Mrs. S. F. O., Parry Sound, Ont.

Used FIVE ROSES for a number of years. Can guarantee its success for bread and pastry. — Miss E. H., Cushing, Que.

I use a barrel of FIVE ROSES every month. Have been using the same for 21 years and it beats all other flours for me. — Mrs. H. J., Bridgetown, N. S.

I could not be without FIVE ROSES flour in my home for any price. Would not trade one bag of FIVE ROSES flour for 3 of any other. — Mrs. R., Birdhill, Man.

Have used your flour for 7 years and find it splendid for bread, cakes and pastry. I always refuse the "just as good" as I am not sure about their being good, but I am sure of FIVE ROSES. — Mrs. J. I., Edmonton, Alta.

FULL NAMES ON REQUEST

NO GROCER really knows the possibilities of a flour till his customers have given their verdict. Then will he find them in perfect accord with the thousands of other Canadian housewives who for a full generation have proved FIVE ROSES perfect in bread and pastry making.

While we are not in the habit of using testimonials, we ask your attention this once to these few simple, sincere commendations taken from a host of *unsolicited* statements received from the satisfied customers of grocers selling FIVE ROSES.

If we had only reports from one locality, only a limited conclusion could be drawn; but when we have reports from *all over Canada*, from housewives who have been using FIVE ROSES for years and years, are we not justified in concluding that FIVE ROSES offers the retailer his best opportunity for a consistent profitable flour trade?

The right flour for you to buy to sell again is the one that enthusiastic consumers advertise so eagerly to one another, the flour that sells best to-day while assuring to-morrow profit on a larger scale.

Ask your jobber or write our nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED
 Montreal Ottawa Toronto London St. John Kewatin Winnipeg Vancouver

"The House of Character"

Capacity 11,500 bbls.