

"Apples made the filling, but FIVE ROSES made the crust"



Good morning! Have you eaten your apple, Brother Grocer?

Everybody's doing it—it's patriotic—it's fashionable—it's businesslike.
This is YOUR opportunity. Now's the time for the apple pie trade, apple puddings,
apple sauce cake, "National Fruit" dumplings. Apples and Flour, Apples and *FIVE
ROSES!*

The choicest pages of the FIVE ROSES Cook Book give all the delightful details.
Sell FIVE ROSES flour, Brother Grocer. Don't let your customers spoil good apples
with a poor pie crust made from poor flour.

FIVE ROSES FLOUR

Sir George E. Foster's "finest in the world" deserves a better fate—the finest crust to
wrap its toothsome lusciousness.

More pies than ever before will be *swiped* if you sell FIVE ROSES—the kind that
made mother famous.

More apples eaten where FIVE ROSES is sold.

Think of a million apple pies, cakes, dumplings — think of your responsibility,
Brother Grocer! The filling is only half the pie—the FIVE ROSES crust is the thing,
the dainty brown jacket that dresses the juicy pippins so becomingly! Sell apples. Be
patriotic.

Sell FIVE ROSES. *Be WISE!*

LAKE OF THE WOODS MILLING CO., LIMITED
MONTREAL. DAILY CAPACITY 13,200 BBLs.

Sell a Barrel of Apples—Sell a Barrel
of ROSES