

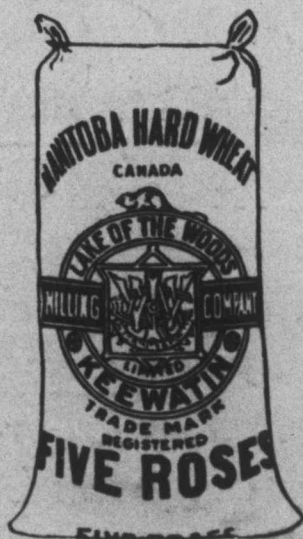
Help to Save Both Wheat and Flour

Teach your customers that one immediate way to conserve bread is by eliminating bread waste.

And the easiest way to avoid bread waste is by bettering bread quality.

Tell your intelligent trade that they *actually* save bread by baking with FIVE ROSES flour, simply because its splendid eating qualities in the loaf insure eager consumption, and for days after baking a FIVE ROSES loaf retains its original freshness. Thus it reduces the waste from stales and left-overs.

Let FIVE ROSES flour second your patriotic efforts towards bread conservation. Thousands of thrifty housewives are living proof that it is no sacrifice to economize with FIVE ROSES.



Daily Capacity
27,400 Bags of 98 lbs.

LAKE OF THE WOODS MILLING CO.,
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"The House of Character"

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Offices in 16 Canadian Cities