

CANADIAN GROCER

FIVE ROSES



Folks not even hungry at first have been caught in the act of devouring an enormous number of the hot pancakes FIVE ROSES flour makes. Because these cakes and waffles pan out surprisingly — looks, flavor, aroma, and eating attributes creating a hunger that only a large quantity of flour in the shape of cakes can satisfy. They fill a vacant place so pleasantly.

Make The Frying Pan Work For YOU.

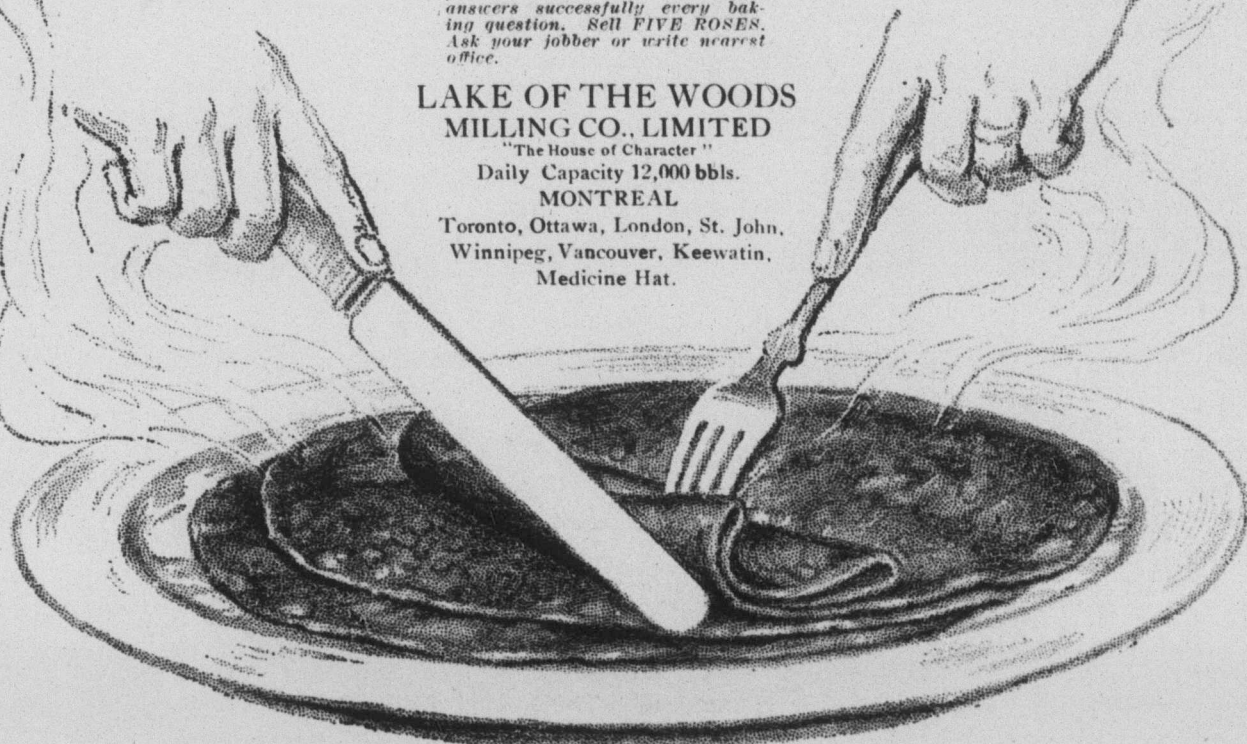
Don't toss profits away by selling inferior flour—not only flour profits, but the indirect revenue from the sale of syrup, honey, butter, eggs, soda, sugar, salt, and all the other minor ingredients of successful pancake making.

Sell the flour that makes good pancakes better—the kind that answers successfully every baking question. Sell FIVE ROSES. Ask your jobber or write nearest office.

LAKE OF THE WOODS MILLING CO. LIMITED

"The House of Character"
Daily Capacity 12,000 bbls.
MONTREAL

Toronto, Ottawa, London, St. John,
Winnipeg, Vancouver, Keewatin,
Medicine Hat.



WE DON'T leave anything to Chance, whose salesmanship is unreliable. To make the Frying Pan work overtime for dealers the famous FIVE ROSES Cook Book gives many tested Pancake Recipes. And a whole chapter in that popular kitchen bible describes delightful ways of turning FIVE ROSES FLOUR into griddle cakes and waffles. Close to 200,000 Made-in-Canada housewives have already been taught to consume more Flour. Doesn't this increase appreciably the retailer's turnover?