



*What the  
flour makes  
decides what  
the dealer makes*

A FIVE ROSES cake invariably tempts the housewife to bake. It makes her thirsty for other triumphs, an eager consumer of flour in ever-increasing quantity for bread, puddings, pastries, etc.

The results obtained in the home have made

# Five Roses<sup>★</sup>

**FLOUR** *for Breads-Cakes  
Puddings-Pastries*

the best selling flour in the store. Profits become permanent where it is sold. In flour, it is never the one-time sale that scores in the balance sheet. It is the automatic repeat sale, the only sale that does active missionary work outside of bearing its own individual profit.

Make *YOUR* sales automatic.

**\*Guaranteed NOT BLEACHED—NOT BLENDED**

*Ask your Jobber or write nearest office*

**LAKE OF THE WOODS MILLING CO., LIMITED**

Toronto Ottawa "The House of Character" Winnipeg Keewatin  
London Daily Capacity 13,700 bbls. Vancouver  
St. John Sudbury MONTREAL Calgary Medicine Hat