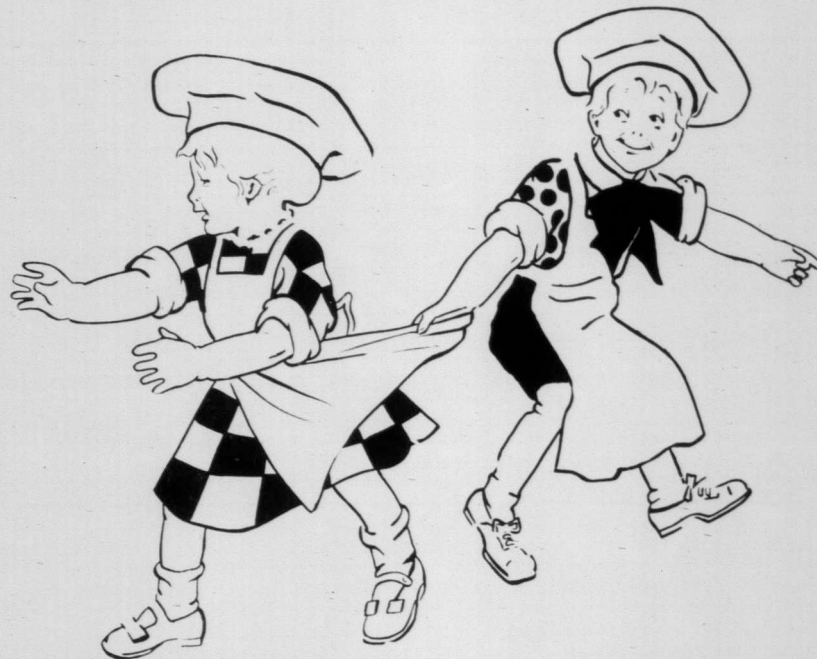


'For I want what I want  
when I want it'



ALC. CHAPMAN.

How can you figure the sales YOU lose by not selling FIVE ROSES?

How big is the profit that day after day slips past your open door?

Only *one* way to judge of this, Brother Grocer.

—By watching your competitor's *gain*.

Every bag or barrel he sells of FIVE ROSES might have cashed YOU a profit.

And this is trade you can never seduce—

Since FIVE ROSES makes *permanent* patrons.

Every bag or barrel sold brings profit somewhere to a retailer.

Why not get it YOURSELF?

Every bag or barrel makes the *next* sale easy with its further profit.

And this is proved beyond a doubt by the really *sensational* increase in FIVE ROSES sales.

Just think, in 1888 there were only 800 barrels of FIVE ROSES sold in the world—now the Keewatin mills can make 10,500 barrels a day.

Which means only *one* thing, Brother Grocer—

Five Roses is packed to suit your trade in barrels and halves. Also in bags of 7, 14, 24, 49, and 98 lbs.

Daily capacity, 10,500 barrels.

Increased sales for the retailer, since we *never* sell direct.

It's the *best-sold* flour—why?

Because it's the *best flour value* for buyer and seller alike.

In the West homesteaders write us that they often go for miles out of their way to be sure of getting their bag of FIVE ROSES.

Think of the stores they drive past on the way—the *lost* sales.

Don't let customers cross the street. Sell FIVE ROSES.

Don't delay—to-morrow's profit can't make up for *to-day's* neglect.

Write your jobber—

Or ask our nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

**The Five Roses Flour**

Not Bleached



Not Blended