

Breadmaking Starts Again This Fall

It's the stuff it makes that sells your flour. Every meal on the consumer's table decides the repeat order.

Whether baked in a round pan or a square tin, the color of the crust and crumb, the general eating qualities, the nutrition, the economy in production of a FIVE ROSES made loaf have set very high the standard of comparison.

Sell the flour that scores the highest at every point—sell

Five Roses[★]

FLOUR *for Breads-Cakes Puddings-Pastries*

The fires are being lighted again this autumn. Breadmaking more than ever offers you a profitable flour outlet. The contagious quality of FIVE ROSES is the strongest single force in building up a consistent flour trade.

Sell FIVE ROSES and draw a profit from every recipe in the cook book. Make sure of the trade of the breadmaker, the cake maker, the lover of puddings, and the pastry baker.

Ask your Jobbers or write nearest office

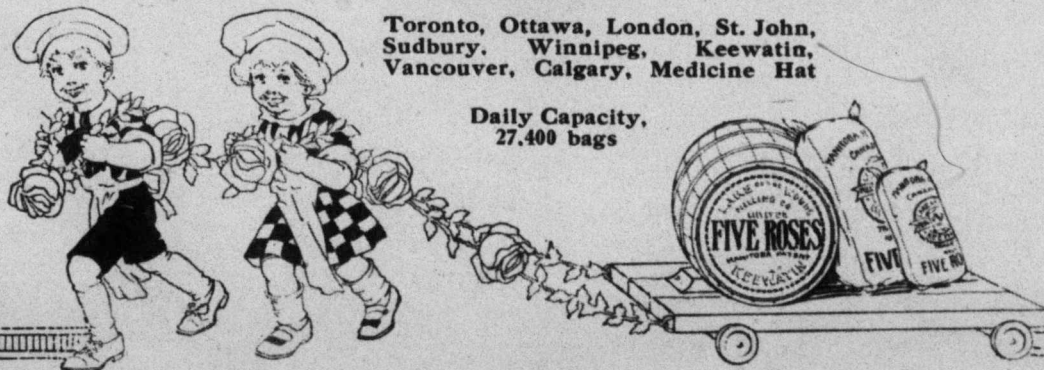
LAKE OF THE WOODS MILLING CO., LIMITED

"The House of Character"

MONTREAL

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

Daily Capacity,
27,400 bags



LOOK at the country loaf shown above—a reduced reproduction of an actual FIVE ROSES loaf of bread, baked not by an expert, but by a plain, every-day housewife. In the famous FIVE ROSES Cook Book, 28 full pages are devoted to the baking of breadstuffs alone, showing real photographs in color of the good things your own customers can make. And already we have mailed over 200,000 books to eager flour buyers. No other miller has given such thought and money in order to simplify the salesmanship of his retail partner.

* Guaranteed NOT BLEACHED—NOT BLENDED