



Why Two Flours—If One is Better?

Remember this, Brother Grocer—**FIVE ROSES** is not milled for *pastry* cooking alone.

Nor for *bread* baking alone.

But for **BOTH** — it's meant for Both—milled for both.

A *general* household flour—a genuine *family* flour. Milled entirely from the best *pastry* producing parts of the Manitoba wheat berry.

From the driest, whitest, purest parts.

Ground much finer than a flour meant exclusively for breadmaking.

Just as our *second* grade (called **HARVEST QUEEN**) is meant for bread bakers.

FIVE ROSES is infinitely

superior than such flours—better *color*, better *flavor*, easier to handle, keeps better.

But to make good pastry and equally good pastry, **FIVE ROSES** needed *Strength*.

In order to make big, fat, healthy loaves with tender crust and spongy crumb. It had to contain *more gluten*—more of the purest quality gluten, neither too soft nor too tough.

Also remember, Brother Grocer—

The woman proud of her bread wants to be proud of her pastry.

She wants to be a good cook all 'round—sell her flour that is good *all 'round*.

She uses the same butter, the same sugar, the same

eggs, the same oven.

Why not the *same* flour? Most flours are not made for every recipe in her cookbook—but made for only *one* purpose.

Takes time, and trouble, and knowledge, and milling science to produce a flour to suit your customer's every wish.

But **FIVE ROSES** makes good *bread* and good *pastry*.

It is milled *on purpose*. Therefore it is best for the housewife, best for your customers—best for *every single one of them*.

Don't you see the opportunity to give better service, better *flour* service? Serve best and you profit best, Brother Grocer.

And then, just see how your sales are simplified

by selling only **FIVE ROSES**.

Less bookkeeping — less correspondence—less mistakes—less excuses — less trouble—smaller stocks—steadier sales—regular repeats—stronger salesmanship through specializing. If others are doubling their sales — why not **YOU**?

Don't delay — ask your jobber—or write our nearest office.

DO IT NOW!

FIVE ROSES

is packed to suit your trade in barrels and halves—also in bags. of 7, 14, 24, 49 & 98 lbs.

—CAPACITY—
10,500 Barrels Daily

LAKE OF THE WOODS MILLING COMPANY, LIMITED
"The House of Character" MONTREAL

Five Roses Flour

Not Bleached



Not Blended