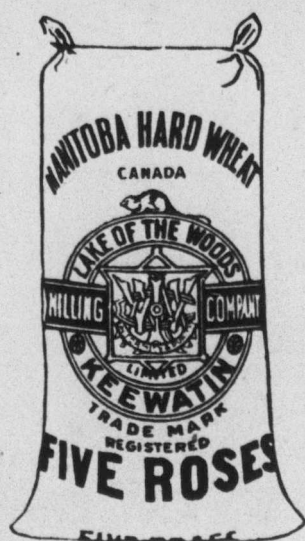


THIS IS AN ANSWER TO A RETAILER'S QUESTION "What does the FIVE ROSES Cook Book do for ME?"



WHAT DOES THIS FAMOUS COOK BOOK DO FOR ME?

NOTHING—if you do not sell FIVE ROSES. But if you are prepared to fill the FIVE ROSES demand—*then*, right in the consumer's kitchen where no personal salesman can penetrate, it does these three *essential* things for YOU.

—creates the demand

By showing in seductive picture and tested recipe the splendid flour foods achieved by successful users throughout Canada. By stirring up culinary ambitions, by tempting new prospects to bake that never baked before. By everlastingly answering FIVE ROSES to every baking question.

—increases the existing demand

By suggesting new flour uses. By enthusing beginners to attempt new triumphs. By starting resultful missionary work in friendly circles. By enlarging the family consumption. By proving that the same good flour makes bread as well as pastry.

—maintains it against competition

By eliminating all risk of profit-killing disappointment that so sadly re-echoes in the store—because the housewife knows that FIVE ROSES recipes are successful recipes, each having been thoroughly tested, every picture an actual photograph. The FIVE ROSES Cook Book daily reminds the housewife of past successes, present satisfaction, future ambitions. The FIVE ROSES habit rivets trade to your store. This profit insurance costs you nothing, but it has made FIVE ROSES the best selling staple on the market.

Consider that this consumer influence is persistently at work to simplify FIVE ROSES sales. Consider that it is free to you, that it is inseparable from the brand FIVE ROSES. Then, ask yourself this question. Let your own selling instinct answer.

Am I going to reap this profitable harvest that is daily ripening within reach?

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

Daily Capacity 27,400 Bags.