

CANADIAN GROCER



I AM THE last person in the world to call myself an expert. But when I bit into these buns, there was nothing but a porous, yielding interior, and the daintiest texture I ever tasted. The sensation was like a delicate, moist freshness wrapped about with a sweet crispness. And they're really not expensive: made from a FIVE ROSES bread dough, less than a pound of dough makes fully 10 to 12 buns, and such swelling ones they are."

—Says NAN in Canadian Home Journal for March.

Drawn from
Still Life
by
Paul Caron

Baked from
FIVE ROSES FLOUR
From Five Roses
Cook Book Recipe
Page 33



Quite Right

A plate of Buns doesn't establish a reputation, but it is only one of a thousand openings through which FIVE ROSES flour has made itself famous and its retailers prosperous. Just think, every page and recipe in the famous FIVE ROSES Cook Book (almost a quarter million in circulation) is an open door to your customer's approval, without which no flour repeats.

For your own satisfaction, Brother Grocer, ask your "lady of the house" to bake you a panful of FIVE ROSES Buns the

Five Roses Flour*

way. And with the taste of that treat still fresh in your memory, how could a single user resist your salesmanship based on actual demonstration? Already, through sheer merit, it is the favorite flour in over a million Made-in-Canada homes.

Ask your jobber or write nearest office.

LAKE OF THE WOODS MILLING CO.
Limited
"The House of Character" Daily Capacity 13,700 bbls.
MONTREAL

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



*Not Bleached—Not Blended.