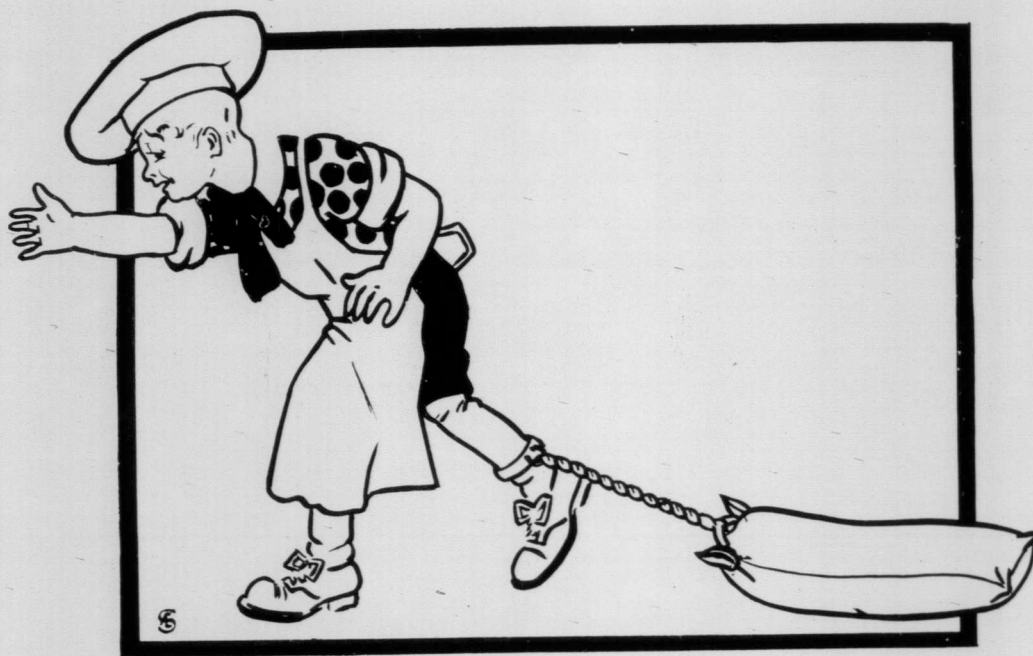


Don't be hobbled—



Cut
Loose
From
Poor
Flour

WHEN a flour stops pulling, Brother Grocer, it drags. How can you forge ahead with poor quality neutralizing your efforts?

Are you working for your competitor or for yourself? Stop wasting your energy, your planning, your enthusiasm.

Cut loose from *poor* flour once for all.

For the very best salesmen you have can't make bad flour good, nor can it ever make good itself.

Cut loose from dissatisfaction, impatience, apologetic explanation, from dreams that never come true.

Consider now FIVE ROSES flour, Brother Grocer.

Ever since 1888 it has helped realize the hopes of the best retailers, brought back the customer and done missionary work outside.

Many a grocer has *changed the drag into a pull* by merely changing his brand to FIVE ROSES.

What else could you expect from a flour that has jumped its sales from 800 barrels to 10,500 barrels?

Customers with the *same* flour needs as you write us that FIVE ROSES sales are going up, *always going up.*

Are you going to be held back any longer?

Ask your jobber or write our nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

Toronto
Ottawa
London
Sudbury

"The House of Character"
Capacity—10,500 bbls. daily

MONTREAL

St. John
Keewatin
Winnipeg
Vancouver

Five Roses Flour

Not Bleached



Not Blended

CA

Vol. XXVI

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