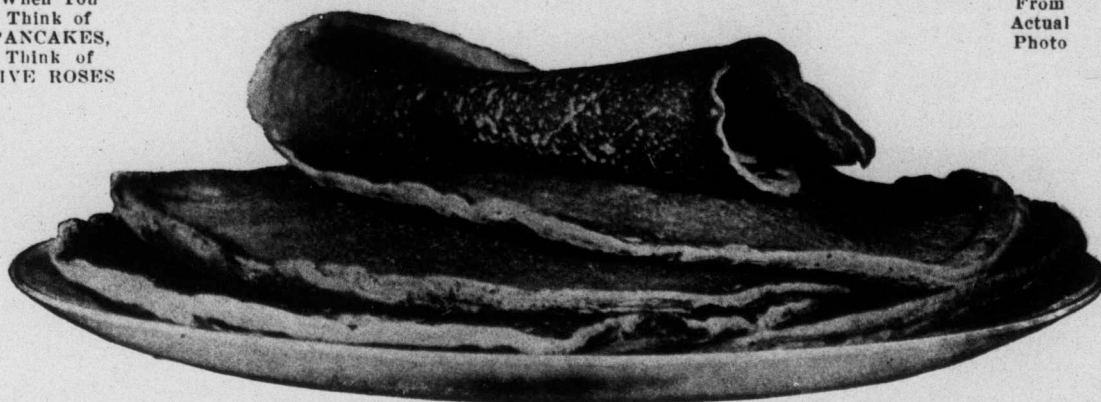


## CANADIAN GROCER

When You  
Think of  
PANCAKES,  
Think of  
FIVE ROSES

From  
Actual  
Photo



**I**T IS the great Canadian staple—a consistent source of retail profits—because of its amazing versatility. It is the one flour milled in Canada that answers unfalteringly every baking question. This, perhaps, is its greatest selling point in consuming eyes. Particularly at this season, in the making of millions of pancakes, griddle cakes and fried cakes, it is proving its worth. Every new culinary adventure in which FIVE ROSES plays the leading role rivets anew the consumer to YOUR store. So sell the brand that scores the highest at every point—

# Five Roses<sup>\*</sup>

FLOUR *for Breads-Cakes  
Puddings-Pastries*

**I**T is what it makes that compels a flour's repeat sales. Now think that the FIVE ROSES Cook Book in nearly a quarter million Canadian homes is daily suggesting, achieving new successes. This silent, efficient force—that costs you NOTHING, since it is inseparable from the brand FIVE ROSES—is constantly at work in the consuming masses. It is helping to make FIVE ROSES easier to sell and repeat than any other bread-and-pastry flour milled in Canada. You only make a profit when you make a sale. Will you not let FIVE ROSES help you sell more flour?

*Ask your Jobber or write Nearest Office.*

### LAKE OF THE WOODS MILLING CO., LIMITED

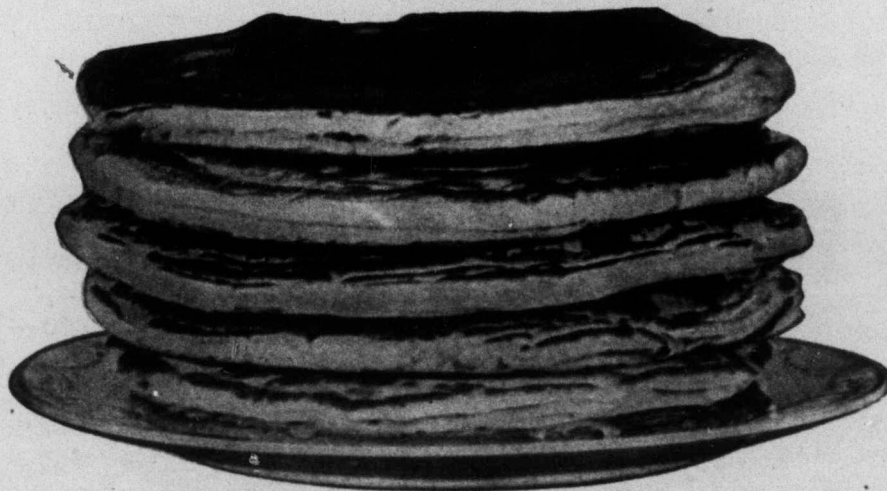
*"The House of Character"*

MONTREAL

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

When You  
Think of  
GRIDDLE CAKES,  
Think of  
FIVE ROSES

From  
Actual  
Photo



*\*Guaranteed NOT BLEACHED—NOT BLENDED*