

CANADIAN GROCER

When You
Think of
Fried Cakes
Think of
Five Roses



OF THE MOST critical doughnut and fried cake maker in your district—sell FIVE ROSES FLOUR, Brother Grocer. Bread, puddings, pastries, biscuits, whatever she makes with FIVE ROSES is but another successful step to-

wards the consumer's confidence. Repeats become automatic, each sale a fresh rivet in your goodwill.

No common flour will advertise you. Cheap flour never yet made a proud user. But the FIVE ROSES user displays her triumphs to her friends. Why not sell the flour that makes consumers ambitious! Make every hungry mouthful pay you a royalty—sell

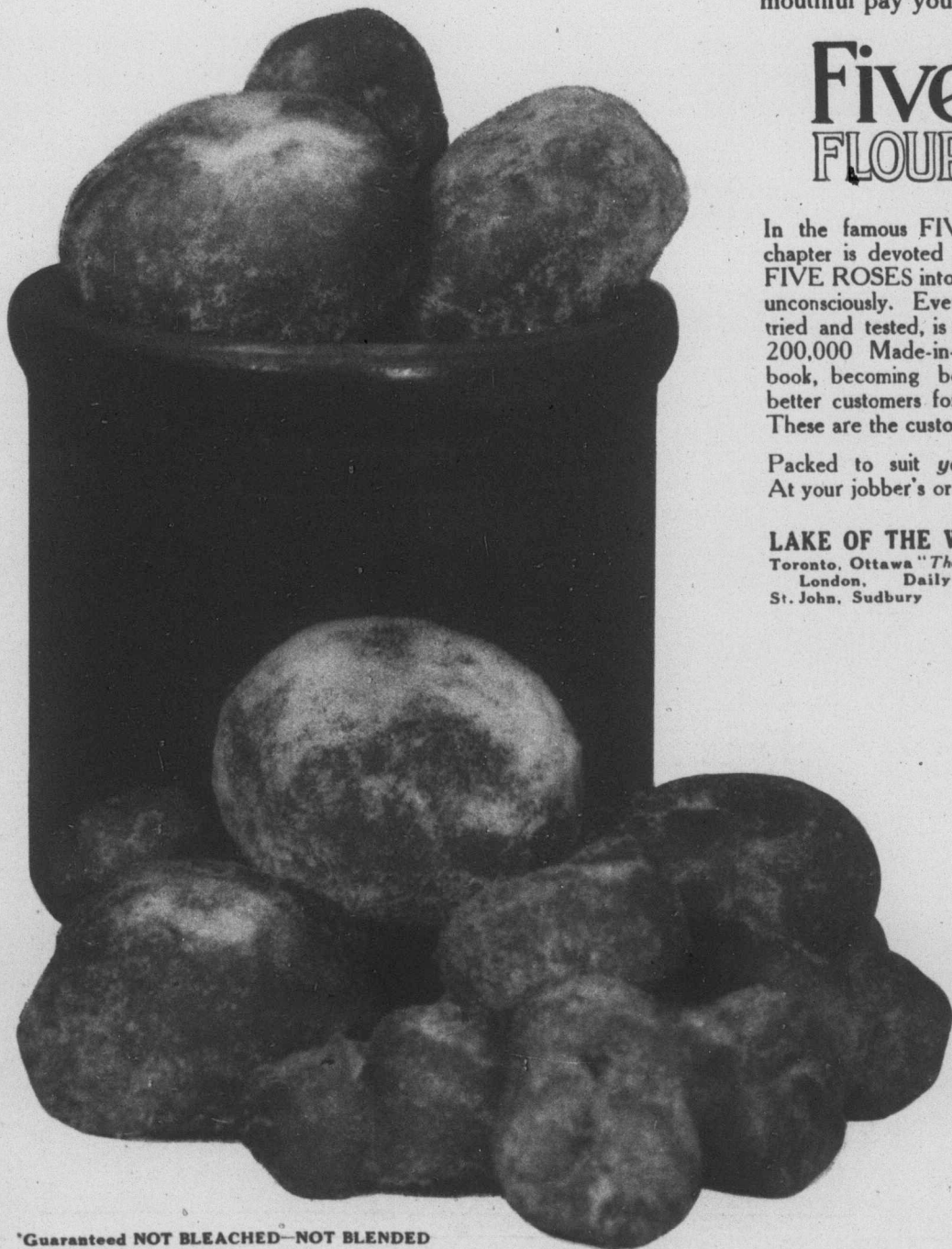
Five Roses[★]

FLOUR *for Breads-Cakes
Puddings-Pastries*

In the famous FIVE ROSES Cook Book, a whole chapter is devoted to the old and new ways of turning FIVE ROSES into toothsome nuts of dough that digest unconsciously. Everything that can be made of flour, tried and tested, is shown therein. Already more than 200,000 Made-in-Canada housewives are using this book, becoming better buyers of flour, better users, better customers for dealers who sell FIVE ROSES. These are the customers that radiate success.

Packed to suit *your* trade, ask for FIVE ROSES. At your jobber's or write our nearest office.

LAKE OF THE WOODS MILLING CO., LIMITED
Toronto, Ottawa "The House of Character" Winnipeg, Keewatin
London, Daily Capacity 13,700 bbls. Vancouver
St. John, Sudbury MONTREAL Calgary, Medicine Hat



*Guaranteed NOT BLEACHED—NOT BLENDED