

Read This

Stratford, Dec. 15th.

"We always use FIVE ROSES flour at Domestic Science, and never have poor luck with our baking."

"—send to my address two of your FIVE ROSES cook books, as I want to give these to two ladies for Xmas. I received my cook book some time ago, and I honestly say it is the best book I ever tried."

Miss Jessie Neilson,
258 Albert St., Stratford, Ont.

And This

519 Woolwich Street,
Guelph, Ont.

"I am at present cooking for the officers' mess of my Battery—the 29th—and as I am going overseas very soon, I would like to have your cook book with me."

"It is a fine volume and second only to the excellent flour whose name it bears. I have used FIVE ROSES for all work here and in London camp, and I say with all sincerity it is the best ever."

No. 90908,
Gnr. H. Hall, 29th Battery,
C.F.A.,

Guelph, Ont.

Then Draw Your Own Conclusions

These Two Genuine Letters Came to Us on the Same Day—Unsolicited.

—if I were a dealer, I would reduce the chances of failure against me.

I would concentrate all my selling effort on the one flour brand best suited to my customers' requirements.

I would concentrate on a brand in which I could place entire confidence, based on its actual performance in the consumers' kitchens.

FIVE ROSES, even under most adverse conditions, will work wonders. In Domestic Science, where conditions are ideal, poor luck is unknown. At camp, where conditions are assuredly not of the best, "it is the best ever."

Sell

Five Roses*
FLOUR for Breads-Cakes
Puddings-Pastries

In the home, the real source of flour profits, the results achieved have made FIVE ROSES the best selling flour in Canada. Profits become permanent where it is sold.

In flour it is never the one-time sale that scores in the balance sheet. It is the automatic repeat sale, the only sale that does active missionary work outside of bearing its own individual profit.

Make **your** sales automatic.

Ask Your Jobber or Nearest Office.

LAKE OF THE WOODS MILLING CO., Limited

MONTREAL WINNIPEG
Toronto Ottawa London St. John Sudbury
Winnipeg Keewatin Vancouver Calgary
Quebec Medicine Hat Portage la Prairie

Guaranteed NOT BLEACHED-BLENDED.