

THE CANADIAN GROCER



*The last bag going out meets the first bag coming in*

FIVE ROSES never outstays its welcome. Each bag is a *transient* visitor—*A paying guest.* It comes with a profit for you—*delivers it*—moves on. Not a minute longer does it stay. Remember, its a *full* profit you get from FIVE ROSES. With nothing taken off for storage charges, long time insurance, idle capital, deterioration, and other expenses of slow-moving stuff. FIVE ROSES *never* falls in love with your shelves. Its character is active, energetic, pushful. It simply must keep on the move — naturally a *quick seller.* Regular as clockwork are your FIVE ROSES sales. Each bag is a link of *uniform satisfaction* in the rapidly moving drive-chain of your *permanent patronage.* And as this chain moves faster, the bags move faster through *your* hands. And the movement is quickened because— Each bag is a salesman which *never* misrepresents. The language FIVE ROSES speaks is *unmistakeable* — the housewife hears and heeds.

Each bag from your store *increases* the kitchen happiness from the bag that has gone before it— and that's *Goodwill.* It opens wide the *sales door* for the goods that will come after it—and that's *Confidence.* Stretching from the mill doors to your store, there's a long line of *FIVE ROSES* sales waiting for YOUR door to open. There's an equally long line of *profit opportunities* between many expectant housewives and you. Let *your* store be the missing link. Let it be the point where FIVE ROSES meets the user— *Where the profit is really made.* Sell FIVE ROSES—*cash in* on its splendid reputation, its purity, its uniformity. Thousands of successful retailers—*just like you*— never knew the *really* profitable side of flour sales till FIVE ROSES showed the way. This steady, *clock-like* profit—is business so very good that *you* can ignore it? Write our nearest office—or ask your jobber. *Now* is the time to be more prosperous. *Don't delay.*

LAKE OF THE WOODS MILLING COMPANY, LIMITED  
"The House of Character" MONTREAL

**Five Roses Flour**

Not Bleached



Not Blended