

CANADIAN GROCER

**FIVE ROSES FLOUR**

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DON'T MERELY SAY "FLOUR"  
SAY  
"FIVE ROSES FLOUR"

*The only flour publicly and unreservedly guaranteed not bleached—not bleached.*

IT is not enough for a flour to have quality and accessible price. FIVE ROSES brings more than this—it possesses the cumulative goodwill value based on a quarter century's kitchen achievements. More important still, it brings you a tremendous sales-push enjoyed by no other flour in Canada. Distributors unanimously report that FIVE ROSES first sales are ridiculously easy and repeat sales automatic. You can fill this ever-increasing demand in barrels and halves.

ALSO PACKED IN BAGS OF SUITABLE SIZES

**BREAD CAKES**

OUR various offices throughout Canada are maintained for the purpose of closer co-operation with our distributors. Uniformity of quality and service is the distinctive policy of this company in its relations with the trade. Let us help you in filling the FIVE ROSES demand.

**LAKE OF THE WOODS MILLING CO., LIMITED**  
MONTREAL

"The House of Character"  
Toronto Ottawa London Sudbury  
Quebec St. John, N.B. Calgary Keewatin  
Fort William Medicine Hat Vancouver  
Portage La Prairie

WINNIPEG

Daily Capacity—27,400 bags of 98 lbs.