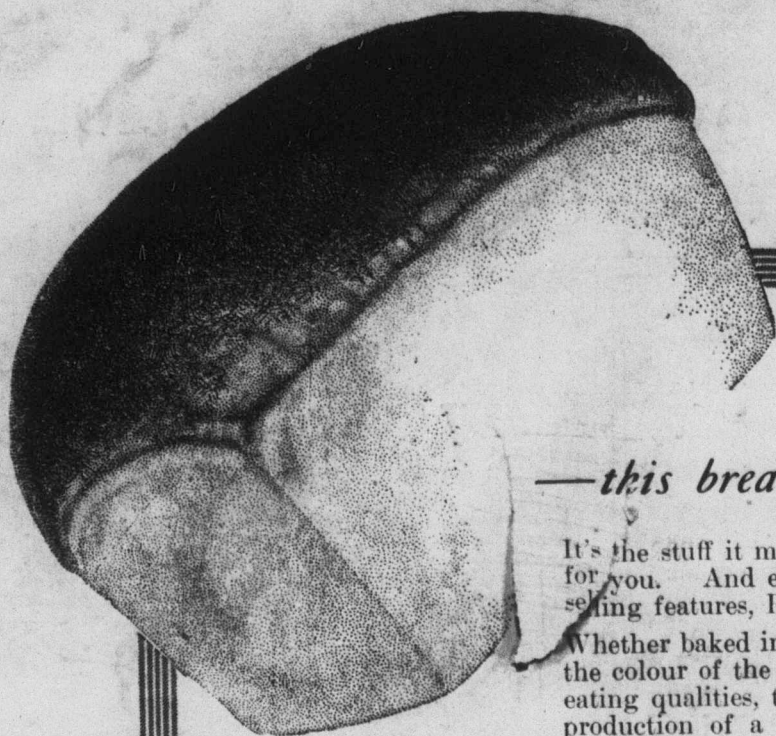


CANADIAN GROCER



—*this bread sells your flour*

It's the stuff it makes that sells FIVE ROSES for you. And every meal supplies you more selling features, Brother Grocer.

Whether baked in a round pan or a square tin, the colour of the crust and crumb, the general eating qualities, the nutrition, the economy in production of a FIVE ROSES loaf have set very high the standard of comparison.

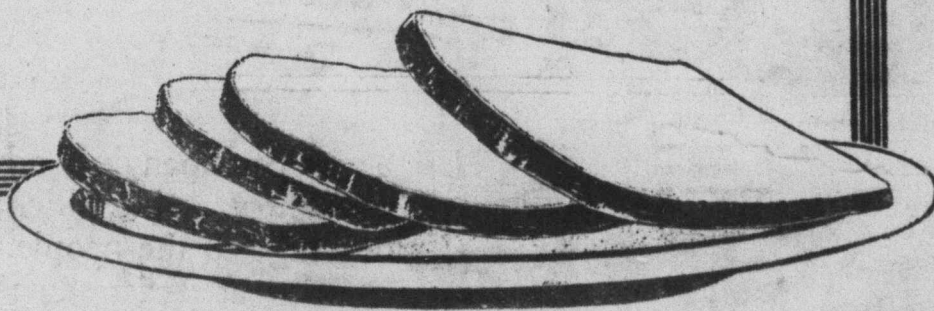
Sell the flour that scores the highest at every point—sell

## FIVE ROSES

*Not Bleached* **FLOUR** *Not Blended*

The Christmas season is a great big selling opportunity. The Christmas dinner comes but once a year; it demands the very best breadstuffs in the world. The home baker's every baking instinct is alert for commendation.

Don't merely *wish* your customers a Merry Xmas and a Happy New Year—make dead sure of it by selling the one flour that guarantees Christmas quality at *every* dinner in the New Year.



**L**OOK at the loaf shown above—a reduced reproduction of an actual FIVE ROSES loaf of bread, baked not by an expert, but by a plain, everyday housewife. In the famous FIVE ROSES Cook Book, 28 full pages are devoted to the baking of breadstuffs alone, showing real photographs in colour of the good things that your own customers can make. No other miller has given such thought and money to simplify the salesmanship of his retailers.

**LAKE OF THE WOODS MILLING COMPANY, LIMITED**  
Toronto, Ottawa      "The House of Character"      London, St. John  
Winnipeg, Vancouver      Daily Capacity 12,000 bbls.      Keewatin, Medicine Hat  
**MONTREAL**