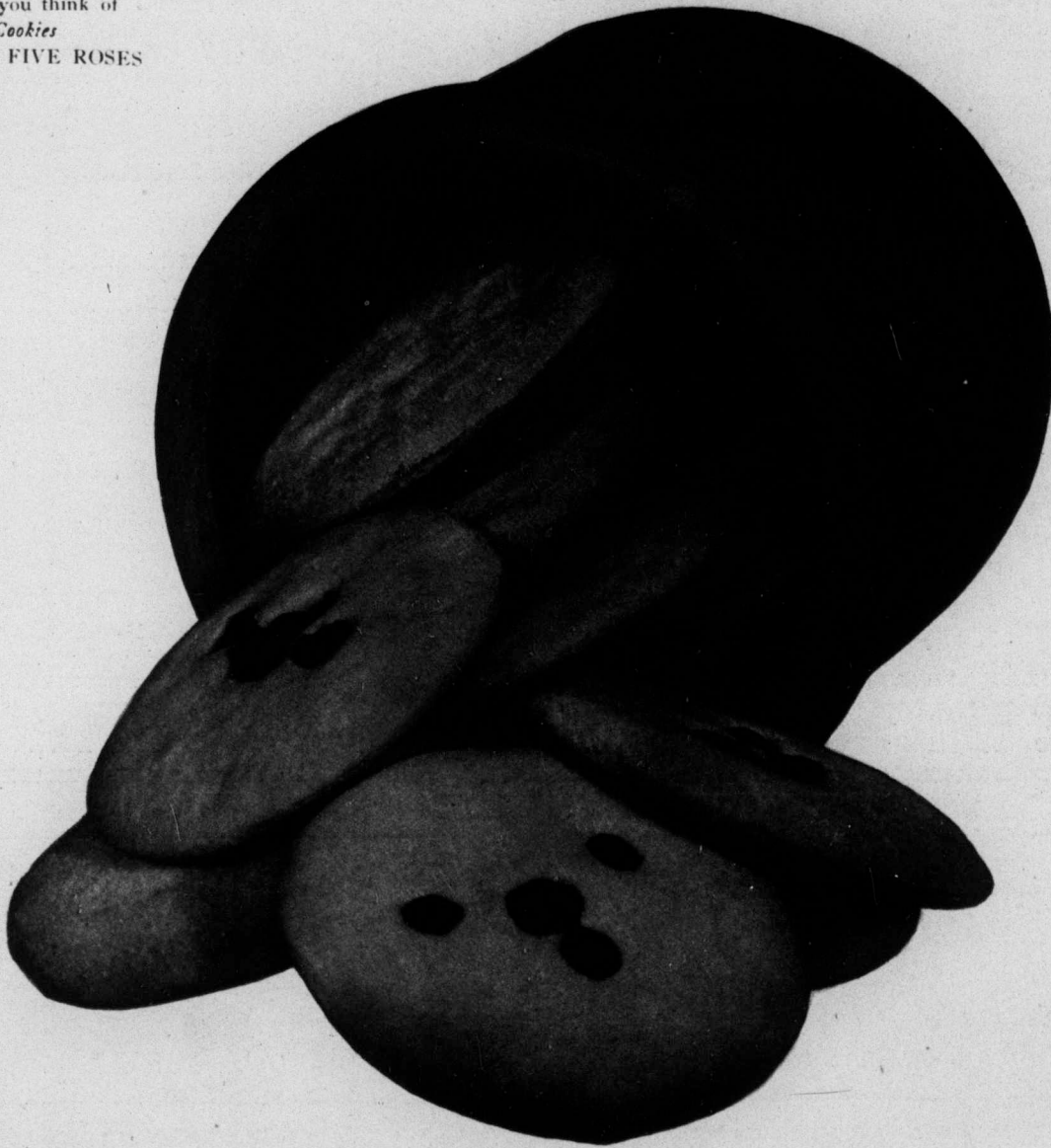


When you think of
Cookies
Think of FIVE ROSES



(She comes into your store, and you say something like this): *Everybody seems to bake Cookies in summer. Somehow, August, and children and cookies go together. But what are Cookies and Wafers without crispness and aroma? And that's what FIVE ROSES brings so plentifully. May I urge you to try*

Five Roses[★]

FLOUR *for Breads-Cakes
Puddings-Pastries*

(And you add conversationally): *Due to its fineness and liveliness, your cookies—after baking your first dainty panful—are much more melting and retain longer their delicious freshness. So you can make a lot of these dainty goodies at one baking, sure that they will keep well—if safely hidden.*

Then you tell her how she can always get FIVE ROSES in convenient sizes—bags or barrels—and you thankfully book her first FIVE ROSES order, the first of an endless chain of profitable sales.

Ask your Jobber or write nearest office

LAKE OF THE WOODS MILLING CO., LIMITED

Toronto. Ottawa.
London.
St. John. Sudbury

"The House of Character"
Daily Capacity, 27,400 bags.
MONTREAL

Winnipeg. Keewatin.
Vancouver.
Calgary. Medicine Hat.

* Guaranteed NOT BLEACHED—NOT BLENDED