



THE FLOUR THAT PUTS  
THE "DOUGH" IN  
DOUGHNUTS IS THE  
FLOUR FOR YOU TO SELL.

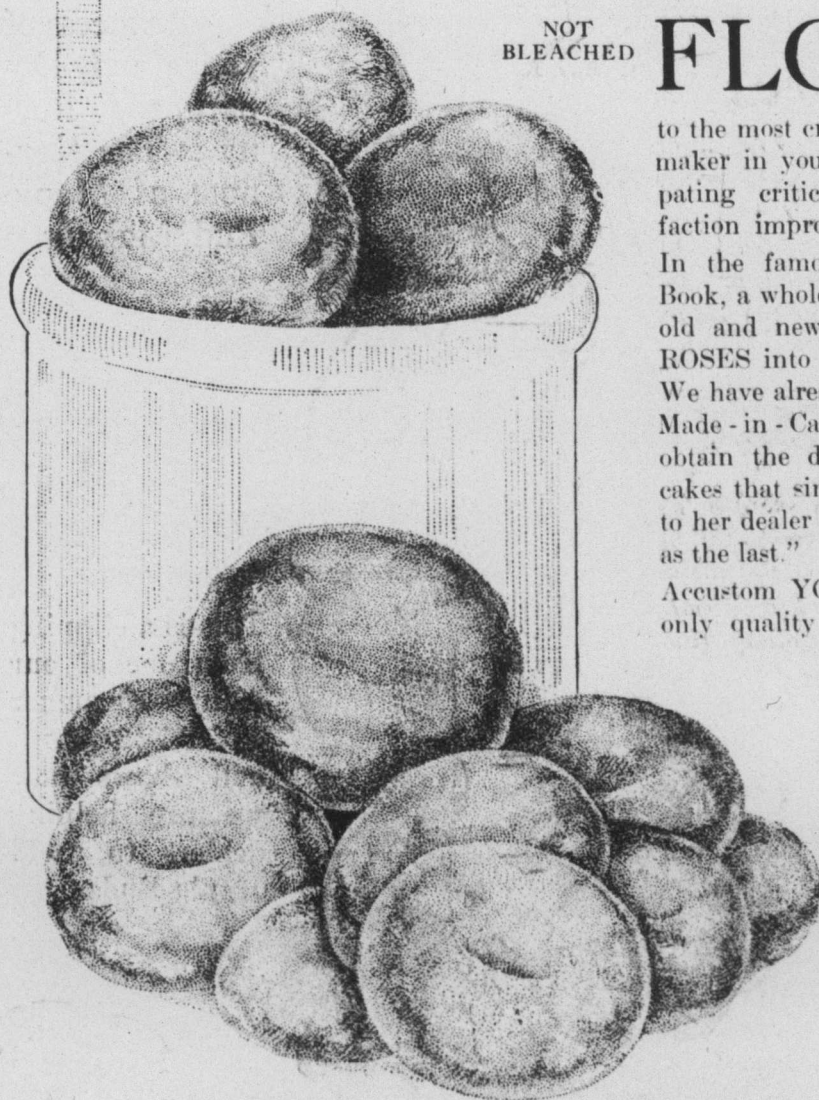


YOU are not selling merely flour, Brother Grocer, but Doughnuts, and Fried Cakes, and all the other good things FIVE ROSES flour makes. To-day we feature Doughnuts because so many thousands love them and they appear on the table so very often. A large proportion of every FIVE ROSES flour barrel is fried in the rich, deep fat. If you sell

# FIVE ROSES FLOUR

NOT  
BLEACHED

NOT  
BLENDED



to the most critical doughnut or cruller maker in your district, you are anticipating criticism and make dissatisfaction improbable.

In the famous FIVE ROSES Cook Book, a whole chapter is devoted to the old and new ways of turning FIVE ROSES into toothsome nuts of dough. We have already shown almost 200,000 Made-in-Canada housewives how to obtain the dainty, disappearing fried cakes that simply force them to return to her dealer for a barrel of flour "same as the last."

Accustom YOUR trade to quality, for only quality trade can repeat. The flour that makes the best doughnuts makes the best bread and pastry.

Ask your jobber or write nearest office.

FIVE ROSES FLOUR

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