

CANADIAN GROCER



The Biscuits and Breadstuffs your customers bake with FIVE ROSES create baking ambition, and that is the first essential step towards increased consumption. So that not only your flour turnover, but the moving of every ingredient that enters the oven with flour urges you to sell

**Five Roses<sup>\*</sup>**  
FLOUR *for Breads-Cakes*  
*Puddings-Pastries*

No common flour will advertise you. Cheap flour never yet made a proud user. It is the user of FIVE ROSES that displays her kitchen triumphs to her friends. And then, we are showing thousands of women almost daily how to attempt new culinary ventures. Every woman's magazine published in Canada, the very best farm papers and many other advertising media are spreading the fame of FIVE ROSES. Already over 250,000 housewives are using the famous FIVE ROSES Cook Book. These are customers worth having, for they radiate success. They are better buyers, better users, better customers for dealers who sell FIVE ROSES.

**LAKE OF THE WOODS MILLING CO., LIMITED**  
MONTREAL *"The House of Character"* WINNIPEG

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

**Guaranteed NOT BLEACHED—NOT BLENDED.**