

# Five Roses Flour

Not Bleached



Not Blended



*Base your selling  
success on flour  
facts not on  
fine phrases.*

**I**F you have been working brain and body to build up a consistent flour trade and feel discouraged to-day for lack of support, should you abandon a line that others have made profitable?

Or should you concentrate that splendid selling ability and industry upon FIVE ROSES Flour?

Why should you work for a flour that doesn't work for you, Brother Grocer, when you can sell FIVE ROSES?

Every repeat customer should bring you new reasons, new selling points, new causes for enthusiasm to convince new patronage.

It is a splendid flour indeed that not only stays sold upon introduction but radiates selling force wherever it goes, that intensifies the salesmanship of whomever handles it, either as buyer or seller.

Neither you, Brother Grocer, nor ourselves alone could ever have carried FIVE ROSES sales from 800 barrels a day to 11,500 unless the flour itself took firm root in the esteem of the housewife and there sowed the seed of future sales.

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WRITE NEAREST OFFICE

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Montreal	Toronto
Ottawa	London
St. John	Quebec
Sudbury	Keewatin
Winnipeg	Vancouver
Portage la Prairie	

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Daily capacity—11,500 barrels

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LAKE OF THE WOODS MILLING CO.

"The House of Character"

Limited

MONTREAL