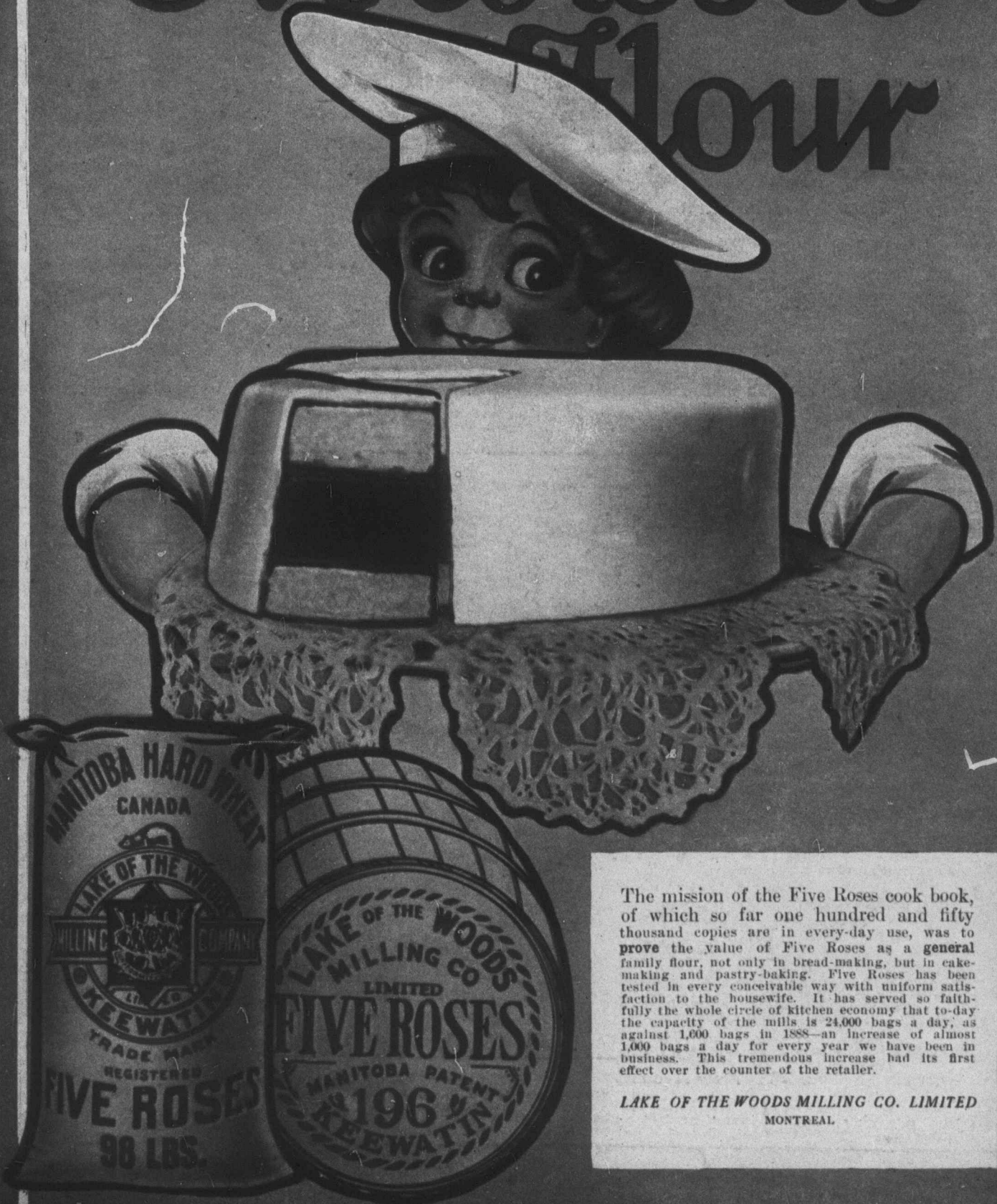


DONT SCOLD THE COOK USE

Five Roses Flour



The mission of the Five Roses cook book, of which so far one hundred and fifty thousand copies are in every-day use, was to prove the value of Five Roses as a general family flour, not only in bread-making, but in cake-making and pastry-baking. Five Roses has been tested in every conceivable way with uniform satisfaction to the housewife. It has served so faithfully the whole circle of kitchen economy that to-day the capacity of the mills is 24,000 bags a day; as against 1,000 bags in 1888—an increase of almost 1,000 bags a day for every year we have been in business. This tremendous increase had its first effect over the counter of the retailer.

LAKE OF THE WOODS MILLING CO. LIMITED
MONTREAL