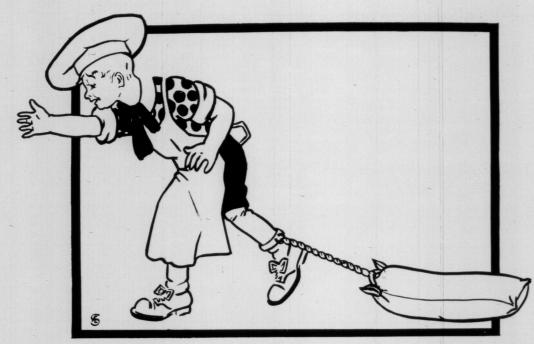
on't be hobbled-



Cut Loose From Poor Flour

WHEN a flour stops pulling, Brother Grocer, it drags. How can you forge ahead with poor quality neutralizing your efforts?

Are you working for your competitor or for yourself? Stop wasting your energy, your planning, your enthusiasm.

Cut loose from poor flour once for all.

For the very best salesmen you have can't make bad flour good, nor can it ever make good itself.

Cut loose from dissatisfaction, impatience, apolo-

getic explanation, from dreams that never come

Consider now FIVE ROSES flour, Brother Grocer.

Ever since 1888 it has helped realize the hopes, of the best retailers, brought back the customer and done missionary work outside.

Many a grocer has changed the drag into a pull by merely changing his brand to FIVE ROSES.

What else could you expect from a flour that has jumped its sales from 800 barrels to 10,500 barrels?

Customers with the same flour needs as you write us that FIVE ROSES sales are going up, always going up.

> Are you going to be held back any longer?

> Ask your ljobber or write our nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

Toronto ()ttawa London Sudbury

"The House of Character" Capacity-10,500 bbls. daily MONTREAL

St. John Keewatin Winnipeg Vancouver

Five Roses Flour

Not Bleached Not Blended



Vol. XXVI

HAF