

Five Roses Flour

Not Bleached



Not Blended

This is a Five Roses Christmas, Brother Grocer

For the first time within human memory almost a hundred thousand families will eat their Xmas goodies baked from FIVE ROSES Flour, according to directions in the

FIVE ROSES Cook Book

This beautiful, practical manual is becoming the kitchen bible of Canadian housewives. Not only telling them what flour to use, but how to use it in over 800 tested recipes—and never a failure yet.

Have you seen it, do you appreciate how it is daily confirming your customers in their faith in the flour YOU sell? Over 240 requests in one single day, over 200 flour buyers writing from all over Canada enclosing 10 cents in stamps, just to be sure of a copy of the FIVE ROSES cook

book — and why?

That they may start the FIVE ROSES habit this Xmas, that they may bring more profit to those who

FIVE ROSES is packed to suit all requirements, in bags of 7, 14, 24, 49 and 98 lbs. Also barrels of 98 and 196 lbs.

sell FIVE ROSES. Make the right impression at Christmastide and you are safe the year through. This Xmas will be a happier one on account of this book, it will leave a FIVE ROSES atmosphere in thousands of homes, it will encourage more women to try out more recipes and use more flour. In the satisfaction and encouragement of his clients the wise grocer finds profit and goodwill.

You don't have to sell FIVE ROSES flour unless you realize the opportunity—but ask us for a copy of this book just to see the knowledge we have gathered about the customer's requirements and how we devote all our energies to increasing the retailer's business, the only way to augment our own.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

Montreal Ottawa Toronto London St. John Keewatin Winnipeg Vancouver

"The House of Character"

Capacity 11,500 bbls.