

“Rush My Car”

Consider this selling axiom, Brother Grocer—
That no sale is complete while the Consumer is *without* the goods.
To-morrow's delivery will not secure the sales of *To-day*.
So part of the Sale is *Service*.
Quick Delivery—Prompt Shipment—Rush Orders—these are needed *equally* with Quality.
For Quality does not avail where the other fellow gets his goods in.
The sooner a building is finished, the sooner it yields a return on the investment.
The sooner your flour comes in the sooner it pays dividends.


The quicker it diverts profits to *you*, Brother Grocer.
There is no money in flour while it is in *our* hands—
There is no money in flour while it is in *your* hands—
The sooner the *consumer* has it the better it pays us *both*.
The FIVE ROSES shipping department is in a *better* position than most to “*drive deliveries*.”
The system is perfect.
And the *smallest* order gets as prompt and courteous attention from our many local warehouses as the *biggest* jobber's carlots get direct from the mills.

Special attention is given by the railways on account of *the lever of big shipping*.
Though we continually urge the need of *rapid delivery*, we are equally strong on *Economy of Cost* and *Uniformity of Quality*.
We have never sold so *much* FIVE ROSES flour as we are selling now. Because the customer is better pleased, and because **YOU** are better pleased.
You know the *Quality* of the LAKE OF THE WOODS products, Brother Grocer.
Do **YOU** know the *Service*?

LAKE OF THE WOODS MILLING COMPANY, LTD.

“THE HOUSE OF CHARACTER”

Montreal Toronto Ottawa London St. John Keewatin Winnipeg

Five Roses Flour
Not Bleached  Not Blended