

# Wanted— Something Better

Once for all time, Brother Grocer, realize this *basic* fact.

That the housewife is always an *unwilling* user of the inferior product. Using it *only* because she knows no better.

But deep down in her heart is the Desire for *Something Better*.

If she buys cheaply, it's because her *mistaken* idea of economy has been fostered by the price-cutter, with his just-as-good-for-less arguments.

In the nerve-racking hurry of every-day selling, perhaps you have not had leisure to *consider* all this.

Why is it that to-day women all over are such *anxious* readers of innumerable cook books; why do they devour countless pages of domestic lore in city and farm papers; why are they such earnest students of culinary science; why do they beg, borrow or steal one another's recipes?

Simply because they want *Something Better*.

*Not* something cheaper. Would you better *your* trade, Brother Grocer?

*Then* better *your* grade.

Who are making the big successes to-day?

Look about you—isn't it the *quality* man, he who serves his trade *better* than it can be served elsewhere?

Isn't it the man who sells *Something Better*?

Based on this idea, the FIVE ROSES sales have grown *tremendously*.

Meeting the *universal* craving for *Something Better*. FIVE ROSES sales *couldn't* increase if to-day we lost the customer we made yesterday. Ultimately, Brother Grocer, *your* flour sales will be just as large and just as profitable as you deserve. Just as easy to sell *better* flour, Brother Grocer.

And much more satisfaction to know that your goods will meet the user's every requirement.

Don't cater to the price trade—it's overrun with merciless competition—and you only make a customer to lose her again. This is the trade that is constantly *decreasing*, Brother Grocer.

But the FIVE ROSES patronage is always *increasing*, making new converts both directly and indirectly. And behind you is the *confidence-building* force of efficient advertising, matchless *quality* of product, prompt *service*, and the reputation of a house that prizes square-dealing beyond any other consideration.

Five Roses:—

Packed to suit your trade  
in barrels and halves—  
also in bags of 7, 14,  
24, 49 and 98 pounds.

**LAKE OF THE WOODS MILLING COMPANY, Limited**

"THE HOUSE OF CHARACTER."

**MONTREAL**

# Five Roses Flour

Not Bleached



Not Blended