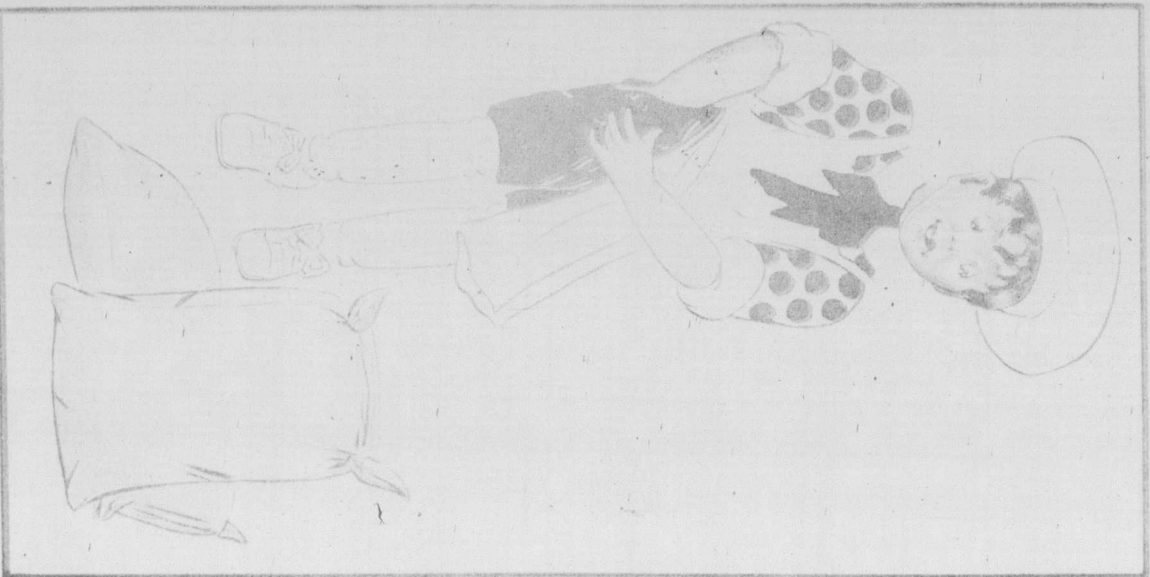


You always lose when you
"Money-back" a customer



FIRST you lose your profit; second you lose your time; third you may lose your customer.

Further, your reputation is weakened in effect, and then there is the annoyance of claiming on the miller.

And when finally you get your money back—why, you are still out of pocket.

Anybody with a new product can "guarantee" to money-back.

But guaranteed flour is not enough. Brother Grocer, isn't it enough to sell flour without having to buy it back?

Does a sell of suspicion when you can sell on certainty?

It is immaterial what brand you are selling now. FIVE ROSES-flour will bring you easier, larger sales.

It will bring you a greater volume of net profit.

Because it is more than merely "guaranteed"—it has a distinct *character*.

A guarantee is based on promise, but a belief is based on performance. Since 1888, housewives have tried FIVE ROSES, tested it every way. And now they KNOW.

Sell a flour that needs no guarantee. Brother Grocer, the best business in sub-YORK trade, ask your jobber for FIVE ROSES or write our nearest office.

LAKE OF THE WOODS MILLING
COMPANY, LIMITED

"The Home of Character"

Toronto	St. John
Ottawa	Keewatin
London	Winnipeg
Sudbury	Vancouver
Capacity—10500 bbls. daily.	
MONTREAL	

Five Roses Flour

Not Bleached

Not Blended

