



No Weak Link There

No Profits Lost

See how it works, Brother Grocer. A woman is ready to buy from you 50 bags a year, maybe more. But she will not purchase the 50 bags unless the last bag be as good as the ones that have gone before. If the first bag be right—and the second—and the ninth— She purchases the tenth with confidence. Your sales keep increasing, you see. Your profit is *continuous*—because of *Steadfast Quality*. But if the tenth bag be bad, will she purchase the eleventh? Will you continue filling her flour requirements? No—your chain of profits snaps at the tenth purchase.

You have profited only on *ten* bags when you might have profited on the *total amount* of her yearly purchases. Don't you see NOW what *Uniformity* means to flour sales? If sales are greater than ever, it's because FIVE ROSES flour yields *uniform results both in store and kitchen*. Each bag or barrel starts a chain of Permanent Profits.

Five Roses is packed to suit your trade in barrels and halves. Also in bags of 7, 14, 24, 49, and 98 lbs
Daily capacity, 10,500 barrels.

And *each* sale is a sturdy link, without flaw or weakness. This also is true, that the constant effort made in the big mills out West to maintain the integrity of FIVE ROSES, assures to YOU *permanency of profits*. This is the only flour that is *unreservedly guaranteed*—Simply because it needs no guarantee. Sell quality, Brother Grocer, not in one barrel, or two barrels, but in *each* and every barrel. Sell FIVE ROSES—sell it NOW. Write your Jobber—or our nearest office.
ACT!

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

Five Roses Flour

Not Bleached Not Blended