



It's the Bread it Makes That Settles Your Profits

We admit it right now, Brother Grocer—

We could make FIVE ROSES cheaper.

Cheap enough to get *your* order to-day.

And it would sell like hot cake in winter—because of its *past performance.*

Because it has always *satisfied*, you see.

Sales would come *enormously* at the lower figure, based on Uniform Quality.

But—

Here's the rub, we would eventually *have* to make the flour *fit the price.* We would *both* be living in a fool's paradise, Brother Grocer.

Because, don't you see, it's the *bread* she makes—not the *price* she pays—that settles the buyer's *permanent* preference.

And the buyer's preference decides *your profits.*

If you sell a cheaper flour than FIVE ROSES, Brother Grocer—

That flour was made to fit its price. It costs less for the *same* reason that FIVE ROSES costs *more.*

How long will your sales continue on the price basis?

Only as long as your present traffic remains satisfied with *unsatisfactory* baking results.

And that means until their *first* loaf is baked, not a sale longer.

And having failed, the buyer passes on and will keep going elsewhere until she finds bread and pastry happiness.

If, with our unlimited facilities for sifting the Manitoba harvest, with our corps of expert millers, our mod-

ern milling methods, our vast capacity, our immense storing and distributing facilities—

If, with all these, we are unable to make FIVE ROSES cheaper, *while maintaining its integrity*, what can you expect from a mill without these advantages?

Can you expect *better* quality under any circumstances?

Can you expect it *cheaper*?

Thousands of retail grocers, big, medium, small, in the past 23 years have found in FIVE ROSES their most *stable* foundation.

Theirs is the trade that lives, that endures, that is perpetuated—that *grows.*

Don't delay *your* own success, Brother Grocer.

Analyze, compare, consider the *selling* advantages of FIVE ROSES: Quality, Economy, Uniformity.

And the *buying* advantages likewise: Courtesy, Service, Square Dealing.

Write our nearest office.

Or ask your jobber about it.

Five Roses
is packed to suit your trade.
In barrels and halves—also
in bags of 7, 14, 24, 49 and
98 lbs. Mixed cars for those
who want them.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character."

MONTREAL

Five Roses Flour

Not Bleached



Not Blended