



Sales *MUST* Repeat

Over nine hundred thousand housewives now use FIVE ROSES—Because it has the *Selling Ability*. The same difference that exists between a counter attendant and a good salesman.

Do YOU know what that means? Just this—That the first bag must sell the second.

Advertising has a tremendous driving force—yet it can sell only *one* bag.

Your own salesmanship can make only *first* sales—trial orders.

The flour itself must have the compelling *magnetic* influence that draws irresistibly the customer back in spite of *price* and *favor*.

Twenty-three years ago there were—all told—only 800 barrels of FIVE ROSES flour sold in the world.

To-day there flows out of the big FIVE ROSES mills a constant uniform stream—10,500 barrels a day. Can any sane person deny in the face of such brutal facts that FIVE ROSES *must* possess a compelling sales force?

FIVE ROSES will *not* sell itself—no flour will.

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.

But once introduced, Brother Grocer, your trade is *riveted* for all time.

A woman can no more give up the FIVE ROSES habit than she can abandon her keen ambition for better baking.

Consider merely the dollar-and-cents side—just think how safe your trade might be—

If YOU could sell FIVE ROSES flour.

Maybe you can—maybe you *can't*, for we don't sell everybody, remember that.

Write our nearest office—perhaps we can come together.

Write NOW.

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