

# The Run on Flour

OUR suggestion to our retail friends—if we are permitted to offer it—is to discourage to the best of their ability the run on foodstuffs that is now prevalent, due to the war scare, and earnestly to explain to purchasers that this irrational hoarding of foodstuffs is to the detriment of both buyer and seller.

The retailer will inevitably find in the sequel that the average consumption of flour is in no wise increased, and the present disturbance will only inflate present demand on a limited supply. Assuredly this will result in a depressing reaction at the ordinary buying season.

On the other side of the counter, besides forcing up the price-level to his own disadvantage, the private consumer will hardly find himself in a position to afford the proper storage and keeping facilities that good flour requires to produce good bread and pastry.

Where the householder is already stocked or insists upon unusual deliveries, lest he should experience a deterioration in quality and the retailer the consequent loss in prestige, we would ask our friends to refer their customers to Page 50 of the FIVE ROSES COOK BOOK, wherein well-tested suggestions are featured on "How to Keep Flour."

This book is mailed FREE to any retailer. To the consumer it is forwarded on request on receipt of 10 cents in stamps to cover postage.

LAKE OF THE WOODS MILLING CO., LIMITED.

Montreal, August 22nd, 1914.