



"COME BACK" OR "CALL AGAIN"

Which do YOU prefer?

This, Brother Grocer, is *true*—
That there's only *Dissatisfaction, Trouble, Discouragement*, in the flour that *comes back to kick*.
The flour that's made *cheap* to sell cheap.
Because it doesn't *stay* sold.
There's no *Permanency of Profit* in "near good" stuff.
You can't talk *Quality*, Brother Grocer.
You can't win the *Cream of the Trade*, you see.
Your *only* argument is *Cheapness*.
This is the *patronage* that is here to-day and gone to-morrow.
Consider the *Hope* that **FIVE ROSES** gives.
Consider the *Enthusiasm*, Brother Grocer.
Without which there's no *glory* in the *Game of Selling*.
Get out of the *Cheap-John* class.
Sell *Progressive* Flour.

Sell **FIVE ROSES**, Brother Grocer.
Which pleases the *most particular* of housewives.
Delighting even *Mrs. Cranky Customer*.
Having *Quality, Strength, Uniformity*.
Not Bleached—Not Blended.
For *Bread and Pastry* likewise.
Making good things that *delight*—that compel the "*call again*."
This flour *simplifies* your selling.
Since each bag starts a *chain of sales*.
And everything is *pleasant* between your customer and you.
When you sell **FIVE ROSES**.
Packed in *seven* different sizes and packages to suit your *own* particular trade.
In barrels or halves—the famous **FIVE ROSES** barrel, so sturdy and useful.
In bags of cotton or jute—7 lbs., 14, 24, 49 or 98 lbs.
Sell this *successful* flour.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

MONTREAL.

Five Roses Flour

Not Bleached



Not Blended