

CANADIAN GROCER

A COMPLAINT WELL-HANDLED IS AN ASSET OF THE PAST FROM WHICH THE FUTURE SHOULD DRAW DIVIDENDS

How we handled this complaint

The Complaint

LAKE OF THE WOODS MILLING CO.,
Montreal.

Moss Lake, Sask., April 21, 1916.

Gentlemen:—Kindly send me your cook book. I think I deserve one. I've been on this blessed old homestead nine years now "batching," and during the whole of that time I've only had one and a half sacks of flour which were not FIVE ROSES. The first was either XXX or else XXXX; anyway it would have killed a dog. I didn't understand either flour or cooking and bought it on the advice of a so-called friend: I think he must have wanted my land. Anyway I survived and cheated him. The last 100-lb. sack of FIVE ROSES I got a few months ago was pretty bum, and I could make nothing decent at all with it; but I must say in all honesty, it's the only bad sack I've ever had. So I think you owe me a cook book. Anyway, I've no stamps handy, but please yourselves.

Yours truly,
(Sgd.) J. W. DENTON.

Montreal, May 17th, 1916.

J. W. DENTON, ESQ.,
Moss Lake, Sask.

Dear Sir:—You are quite right. If anyone is entitled to a free cook book, his name is Denton. We mailed you a copy last week, and hope it will reach you in good condition. If for any reason it did not arrive, or you should desire further copies, just drop us a line and we will see that you are supplied.

We are glad to note that it took you nine years to find a bad bag of FIVE ROSES flour, but are sorry that you should have been the victim. If you will let us know when and where you got this inferior bag, we will see that it is replaced without cost to you. As you are aware, we want to live up to our guarantee when given the opportunity.

Yours truly,
LAKE OF THE WOODS MILLING CO.,
LIMITED.

We Reply

The Come-Back

LAKE OF THE WOODS MILLING CO.,
Montreal.

Moss Lake, Sask., June 2nd, 1916.

Gentlemen:—Yours of the 17th ult. to hand, also two pencils for which please accept my thanks. They are certainly a tasty advertisement. The cook book I have not as yet received, but presume it will come through in due course.

I must say I was greatly surprised at your letter. It's a bit of a corker when a company can start throwing sacks of flour in with cook books, especially in war-time. I guess the war is to blame for my bad bag of flour. However, I didn't start the war, and it's hardly fair that my "innards" should suffer for Kaiser Bill's, the Potsdam Lyre's misdeeds: if he'd got the sack of flour in place of me, I'd have kept mum and not said a word.

I got the sack of flour off MacPherson, of Norquay, Sask., and as to date as near as I can say, it was somewhere round Xmas. I don't keep my bills beyond just checking the goods when I get home, as I've never run a bill with Mac yet, always pay cash.

However, if you write Mac, he will verify this, and of course I don't expect you to take my word, because I complained about it to him and fetched out a half sack of "—" flour. Would not fetch a sack as I'd never tried it and being bitten with one whole sack was enough to be going on with. I finished the "—" flour two days ago, and as I'd no time to go to town, I've fallen back on the other. But it's bad, in fact to tell you the honest truth and using strictly Parliamentary language (it's d— rotten). Anyway, I won't make a song and dance about it, but if you could throw in a motor car and a team of horses and, say, a household of furniture and a few fancy little stunts like that, you know—well!

Mind you, gentlemen, I didn't ask for a sack of flour. I only asked for a cook book, and it speaks well for your firm the way you have met my complaint.

Happy is he that expecteth little, for verily he shall not be disappointed.

Yours faithfully,
(Sgd.) J. W. DENTON.

More from us

J. W. DENTON, ESQ.,
Moss Lake, Sask.

Montreal, June 22nd, 1916.

Dear Sir:—We thank you for your letter of the 2nd instant and the information therein contained. We have referred the correspondence to our Winnipeg office, and no doubt you will hear from them shortly. Thanking you for your complaint, we are,

Yours truly,
LAKE OF THE WOODS MILLING CO., LIMITED,
Montreal.

The Guarantee lived up to

LAKE OF THE WOODS MILLING CO.,
Montreal.

Winnipeg, June 27th, 1916.

Gentlemen:—As requested, we have to-day instructed our agents, the Norquay Trading Company, at Norquay, to deliver a bag of FIVE ROSES free of charge to J. W. Denton, Moss Lake.

Yours truly,
LAKE OF THE WOODS MILLING CO., LIMITED,
(Sgd.) N. J. Breen,
Mgr. Flour Dept.

THESE LETTERS TAKEN VERBATIM FROM OUR FILES AT MONTREAL