

THE CANADIAN GROCER

You always lose when you "Money-back" a customer



FIRST—you lose your profit; second—you lose your time; third, you may lose your customer.

Further, your recommendation is weakened in effect, and then there is the annoyance of claiming on the miller.

And when finally you get your money back—why, you are *still* out of pocket.

Anybody with a new product can "guarantee" to money-back.

But guaranteed flour is *not* enough, Brother Grocer.

Isn't it enough to *sell* flour without having to *buy it back*?

Don't sell on suspicion when you can sell on certainty.

It is immaterial what brand you are selling now, FIVE ROSES flour will bring you easier, larger sales.

It will bring you a greater volume of *net* profit.

Because it is more than merely "guaranteed"—it has established a *belief*.

A guarantee is based on promise, but a belief is based on *performance*. Since 1888, housewives have tried FIVE ROSES, tested it every way. And now they **KNOW**.

Sell a flour that needs no "guarantee," Brother Grocer. Packed in sizes to suit YOUR trade, ask your jobber for FIVE ROSES or write our nearest office.

LAKE OF THE WOODS MILLING
COMPANY, LIMITED

"The House of Character"

Toronto
Ottawa
London
Sudbury

Capacity—10500 bbls. daily.

MONTREAL

St. John
Keewatin
Winnipeg
Vancouver

Five Roses Flour

Not Bleached



Not Blended

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