

THE CANADIAN GROCER



Behold the Smooth Talker with the Laurier-like pose---
Risking his Reputation for the sake of a Sale.

For a *One-time Sale* losing a Customer's *influence*.

Think, Brother Grocer.

Flour is only her *Raw Material*.

It *isn't* food like Bread is.

It is Bread that *you* are selling *indirectly*.

So sell her flour to make the *Best Bread* she knows how.

Flour that saves her money—giving *more loaves* to each mixing.

Bread that is big and white.

That is light, porous, moist.

Bread that *feeds*, so that your trade may be *healthy*.

And you get the money the *doctor* otherwise gets.

Bread she is proud of, that she can *display* to the neighbors and tell them the name of her grocer.

FIVE ROSES can do it for YOU.

That and *more*, Brother Grocer.

Makes your customers *Quality Buyers*.

Weaning them away from the Price Cutter, destroyer of profits.

And all the FIVE ROSES advertising gives the housewife *your* selling advantages.

And the flour dispenses *Uniform Satisfaction*.

It has taken FIVE ROSES twenty-three years to become the *best liked* and *best sold* flour in Canada.

Its reputation is too *valuable* to risk for a few cents extra profit.

So your Quality is *secure*.

Why don't YOU insure your profits?

Why don't YOU make each patron a *permanent* asset?

Make her better pleased with herself—make her a better baker—make her demand *quality* in all things you sell.

Sell her FIVE ROSES.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

MONTREAL.

Five Roses Flour

Not Bleached



Not Blended