AS GOOD AS FISHER'S BLEND is the regular argument of all who strive to push the sale of flours made wholly of Western wheat
As good as FISHER'S BLEND, they say, but COSTS LESS. And right there is where the force of the argument fails, for no amount of argument and salesmanship can produce a flour made wholly of Western wheat as good as FISHER'S BLEND
The price of FISHER'S BLEND is a little more per sack than the price of other flours for the very plain and simple reason that FISHER'S BLEND isn't one of the other flours nor anything at all like them. If it was it would cost what other flours cost and you would get no more for your

The price of FISHER'S BLEND-a few cents more per sack than flours made wholly of Western wheat-is regulated by the cost of the superior and carefully chosen materials that go into its composition, In no other flour on the market is the scientific BLEND of EASTERN HARD WHEAT and found.

FISHER FLOURING MILLS CO, SEATTLE, U. S. A.


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| :--- | :--- |
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