

The Country Speaks

In Raptures of what

"Champion"

HAS SAVED IT.

THE FOLLOWING IS AN EXTRACT FROM THE "HAWERA STAR":—

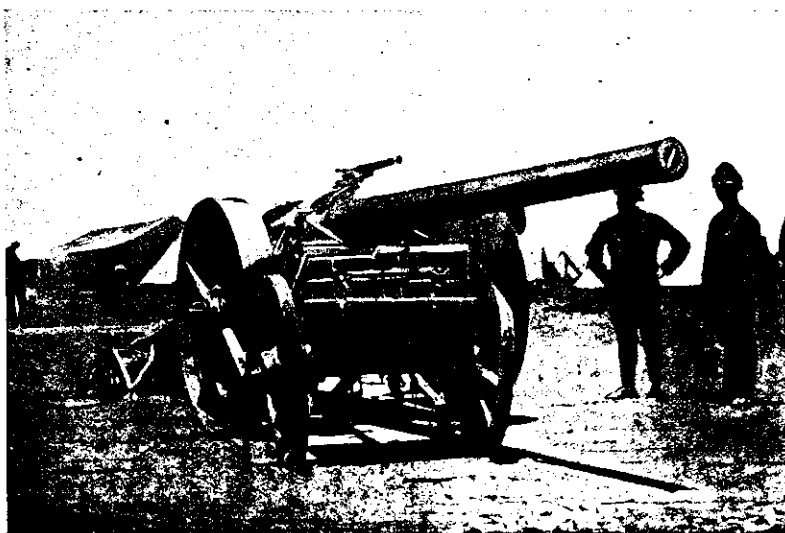
"The Northern Roller Milling Company, who manufacture the CHAMPION brand of Flour, are now working full time in order to keep pace with the ever-increasing demand for their produce. This must be very satisfactory reading to every breadwinner, when it is remembered that every effort such as persuasion, dumping, etc., has been resorted to by the Southern Flour Trust to induce this mill to join the combine and fix prices. That the Northern Company has been enabled to make such a successful stand against a trust (50 strong) is due to the splendid support given them by the public, who have shown their appreciation of the CHAMPION'S action in standing alone. This, together with the uniform and first-class quality of their products, places them at the top of the tree, both at local shows and also at the late Exhibition in New Plymouth, where the Northern Roller Mill's exhibit secured First Prize against All-comers.

When the Breadwinners remember that the Northern Company's action has saved them Thousands of Pounds, and mean still to go on doing so,

it is quite certain that their business must continue to increase. The public can assure this by insisting on being supplied with CHAMPION bread and flour, obtainable from practically every storekeeper and baker throughout Taranaki."

LABORUM
DULCE
LENIMEN

(THE SWEET SOLACE OF OUR LABOURS).



THE "CHAMPION" LONG-RANGE GUN, USED IN BLOCKING FLOUR TRUST.