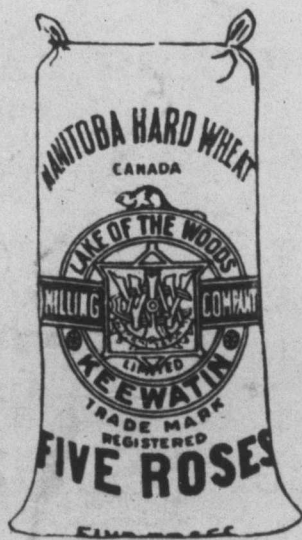


*While Flour Standards May Change,
Our Policy Still Stands.*

THE patriotic necessity of conserving the world's wheat supply to further the Allied Cause is daily bringing nearer a modification of the existing grades of flour.

While anticipating this change, we wish to assure our good friends in the trade that though the grade of FIVE ROSES flour—like other corresponding brands—will undoubtedly be modified by the Food Administration, our basic policy will remain unaltered, both as regards our trade relations and ideal quality of product.

To be assured of the highest **available** quality within the limits of the impending regulations and the best possible service in the face of the most perplexing conditions that have ever confronted the milling industry, is the decided advantage enjoyed by all those whom it is our privilege to serve.



Daily Capacity
27,400 Bags of 98 lbs.

**LAKE OF THE WOODS MILLING CO.,
LIMITED**

Montreal

"The House of Character"

Winnipeg

Offices in 16 Canadian Cities