

# IN THIS EMERGENCY

We trust that our retail friends will appreciate the position forced upon us by the initial disturbance consequent upon war developments abroad, and will bear patiently with us should our service not seem up to its usual level of efficiency. It is unfortunate at this juncture that the demand for

## FIVE ROSES FLOUR

and other LAKE OF THE WOODS products is now so far ahead of the visible supply, that we wish to reassure the trade that we consider this a merely temporary circumstance and after the first excitement has subsided we will, even in the face of prolonged campaigns in Europe, find ourselves within the next few weeks again in a position to handle all demands made upon us.

We are firmly of the opinion that the Canadian wheat harvest, after providing for all home requirements, will yet yield a generous surplus to feed the fighting forces of the Empire.

Meantime we are putting forth every effort to supply all legitimate demands and to extend to all fair treatment.

LAKE OF THE WOODS MILLING CO., LIMITED.

Montreal, August 7th, 1914.