



*Store of  
J. A. ST. ONGE  
Natagan River*

*In the Abitibi District, 408 miles  
northwest of Quebec. Tempera-  
ture of 42 below zero.*



*Some of the  
CUSTOMERS*

*Note a complete family of In-  
dians. Photo taken in early Jan-  
uary, when the Indian trappers  
emerge from the wilds to trade  
their skins and purchase sup-  
plies.*

**T**HE popularity of FIVE ROSES flour is truly democratic, for it knows no class distinction. Out on the outer fringes of civilization many hardy users of FIVE ROSES flour identify the brand they seek merely by the "rat" on the package. In crowded cities or cultivated areas, in dense bush or open spaces, wherever you see the brand "FIVE ROSES," you are assured of the best available flour under all conditions.

**Lake of the Woods Milling Co., Ltd.**  
CANADA