



"AND THE PRAIRIE BLOSSOMED AS A ROSE"



Olive Lanier

**K**EEWATIN has been called the "Flour City" but I call it the "Flower City" because it is here that the "Five Roses" first blossomed from the "heart of the wheat," and it is by all odds the favorite brand of the Lake of the Woods Milling Company.

It is made of Manitoba hard wheat, not bleached, not blended, and subjected to such tests that it is always the same color, texture and flavor and the housewife is certain to find the pastry made from it as delicate and fragrant as a rose leaf. It lingers in one's memory and instinctively one asks for the brand that conveys artistic as well as gastronomic excellence.

The name was chosen one day quite by accident. Sir William Van Horne, Lord Mount Stephen and Robert Meighen, in conversation, decided that it was the best British Canadian name and the five western provinces would be the field of operation.

Efficiency has been the key-note of the company's endeavor. Efficiency is the ability to do the thing thoroughly and well, to do it effectively, economically and at the very time that it should be done. A quarter of a century ago the Lake of the Woods Milling Company began operations in that romantic part of the country known and loved by the Indians long before the coming of the paleface, and when wheat became the food of the nations, it was the gift of the "Great Spirit."

Lake of the Woods, what a cool refreshing thought it carries, delicious air, beautiful surroundings, comfort, good cheer. Do you wonder that the Milling Company has willing service and efficient workers? Environment does much, but a touch of personality at the helm, a bit of yeast leavening the whole mass, treating the employees as human beings, not as machines, brings out the best and relieves toil of its drudgery. It is the new thought in business, and applies to every field of human endeavor.

The slogan of the Lake of the Woods Milling Company has been "Five Roses, The World's Best," and so the business

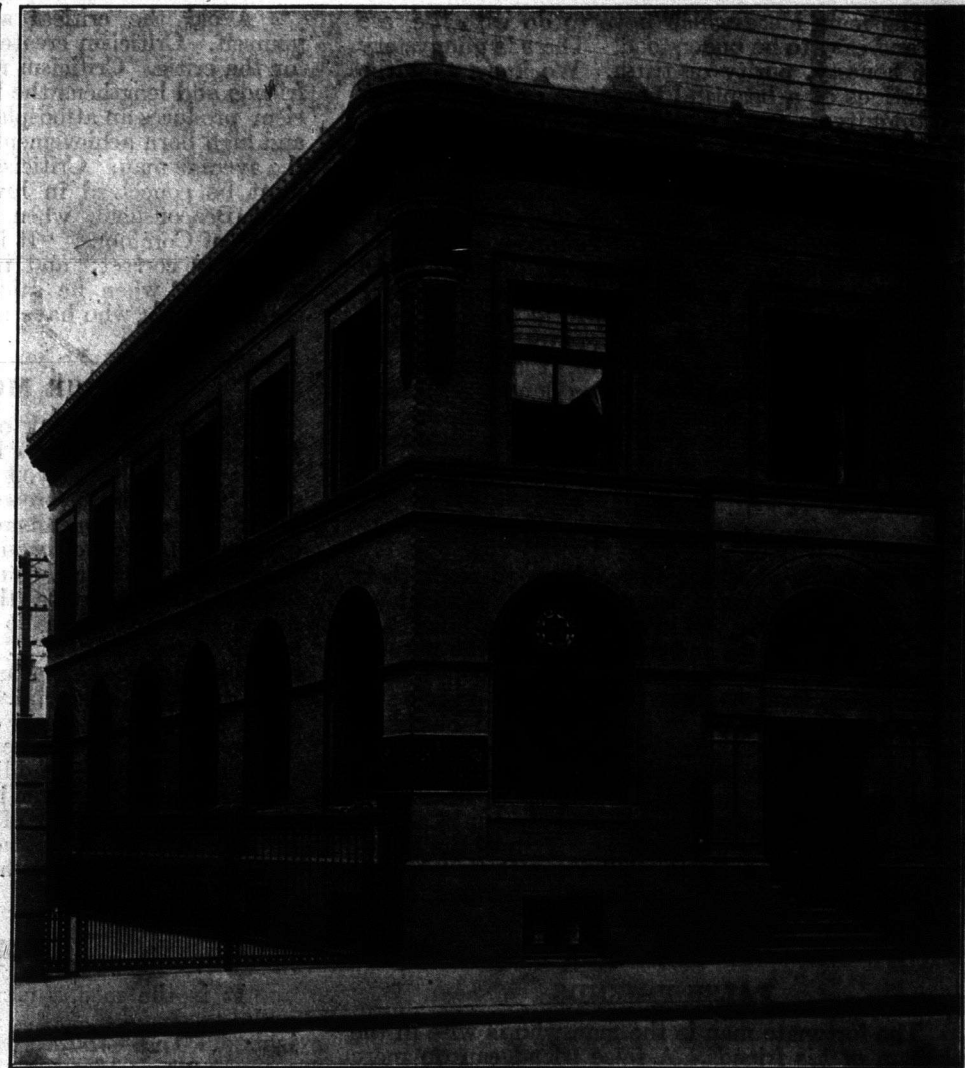
has grown until it is a household word. The daily capacity of the mammoth mills at Keewatin, Portage la Prairie and Medicine Hat is 12,000 barrels. Every working day the hungry rolls grind into Five Roses flour about 55,000 bushels of the hard wheat that has made Canada famous throughout the world.

Wherever the best baking is done, the product of these mills is known and appreciated. In Canada, the West Indies, South Africa, the United Kingdom and elsewhere, discriminating housewives insist upon Five Roses and will have no other. In less than one generation Five Roses flour has become the standard by which others are judged.

From the sun-flooded prairie lands of Western Canada, through the 105 elevators of the Lake of the Woods, the wheat is secured, shipped to the mills there, cleaned, scoured, ground gradually by modern process, bolted many times through silk, packed automatically into absolutely new full weight bags and barrels—Five Roses comes to particular housewives immaculate, untouched by human hands.

Work should be the spontaneous expression of a man's best impulses, and all of the employees of the Lake of the Woods Milling Company work in sympathy with each other, and so attain the highest results. The conservation of the human element is considered.

It was Emerson who said that an institution is but the lengthened shadow of a man. Col. Frank S. Meighen and his associates in the milling world are regarded as among the shrewdest and most energetic builders in the Dominion. The quality of successful generalship consists above all else in finding the man for the place at the time, and one must grant that the President of the Lake of the Woods Milling Company has this characteristic to a marked degree, for he has gathered about him men whose life work has been milling in all its branches, executive, financial, production and selling. There is a personal character of high quality behind this organization, and in the last analysis that is the thing that counts. I



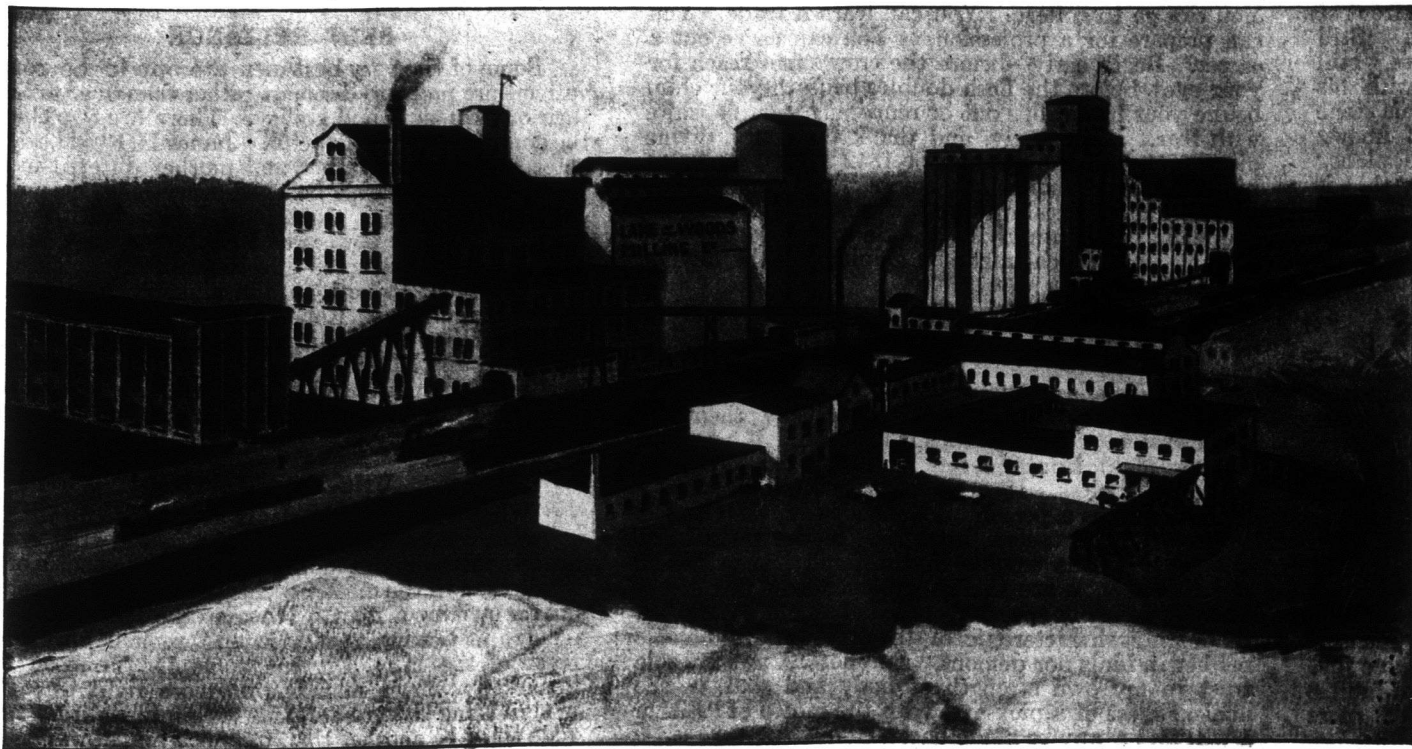
Winnipeg Offices, Lake of the Woods Milling Co. Limited

maintain there is sentiment and beauty in business. Beauty is harmony, and harmony has a distinct influence over our lives.

I may say the Company is sending a very valuable cook book to housewives. This cook book is a model of typographical neatness printed on superior paper, with its contents arranged in a manner most convenient. It was prepared with the greatest care. It will simplify the duties of any housewife, and no well regulated household should be without it. As a manual of good recipes it is unsurpassed, dealing with almost every article of food in which flour is used. A unique and interesting fact in its compilation is that 2,000 successful users of "Five Roses" through-

out the dominion are contributors, and each one gives her opinion in clear and simple language that can be readily understood and easily applied. The pages, of which there are 144, are brightened with a judicious assortment of illustrations from black and white sketches. Altogether it abounds in useful knowledge and makes in addition most interesting reading. The chief purpose of the cook book is to save baking worries, to indicate proper methods, and to turn the work of the home from toil into pleasure. The company's experts have put every recipe to the severest test, so that it will prove no losing experiment to make use of any of them. Write for it; and you will thank me for telling you.

Associated with this great milling enterprise there has always been men of ability, energy, and wide business experience. Men who have been leaders in the building up of this country. In this connection it is only necessary to mention the name of the late Mr. Robert Meighen, who for many years directed the Company's policy, and who as a public spirited Canadian—a man of out-standing business ability and a great philanthropist was known from ocean to ocean. In his son Colonel Meighen the Company found a worthy and capable successor—a man who has taken a keen interest in all the good activities that concern his City and country. A great army of employees, whose interests have always been a first consideration with the management, faithfully serve the Company in its every operation, both in the West and in the East, and few, if any, great concerns are more fortunate in the loyalty and efficiency which it receives from its employees.



Lake of the Woods Milling Co.'s Mills at Keewatin, Ont.