



THE CAKE WE BAKED

We followed exactly the same recipe in using FIVE ROSES and the new "War Flour." The cake from the new FIVE ROSES was equal to that from the old flour in lightness and texture; the flavour was excellent, the colour rich and creamy. There should be no fear of cake waste, as we do not doubt its keeping qualities.

Good Cakes and Pastries from War Flour

MIX your next cake batter without misgivings! The new flour regulation does not endanger your pride of product. The occasional cake, or pie, or pudding you may wish to make is safe with "FIVE ROSES Government Grade" Flour.

In making Pie Crust and Puff Paste, we obtained the best results by using slightly less water than with the old FIVE ROSES; in fact, just enough *cold* water to hold the paste together. As the new FIVE ROSES flour is rich in gluten, it is advisable in making baking-powder biscuit and pastry generally not to work or handle the dough unnecessarily, as this would make the texture less tender and flaky. For Cakes, Puddings and other bake things made with the new FIVE ROSES, users of FIVE ROSES Cook Book recipes will find that practically no change is required in their present methods.

Users of "FIVE ROSES Government Grade" Flour are assured of the best available flour under all conditions.

FIVE ROSES IN KHAKE.—To conserve wheat so essential to the Allied Cause, your favourite brand is now being milled according to Government Regulations. But the name "FIVE ROSES" which, for over a quarter century, has been a positive assurance of quality is still your protection. Users of "FIVE ROSES Government Grade" Flour are assured of the best available flour under all conditions. Fortunate possessors of the famous FIVE ROSES Cook Book can bake with the new FIVE ROSES with practically no change in their present recipes and in the certainty of excellent baking results.

Lake of the Woods Milling Company Limited

Makers of Five Roses Flour

CANADA



THE PIE WE MADE

The uniform flakiness so characteristic of the old FIVE ROSES flour is certainly not lost in the pie crust made with the new "War Flour." The crust we made was quite as tender and digestible as that baked from the pre-regulation flour. In flavour and general eating qualities, there was no perceptible loss.