



## War Flour Makes Good Bread

By THE EDITOR

The FIVE ROSES COOK BOOK (over 450,000 copies in actual use)

**D**O NOT hesitate to be the first to bake the new War Flour into Bread. Let it second your patriotic efforts in the conservation of wheat and flour. In our Laboratories, *using the same recipe as with the old FIVE ROSES*, we produced a loaf from the War Flour possessing all the essential attributes that have made bread the staff of life.

### The Test We Made

In appearance, the loaf we made from Government Regulation Flour was quite as appealing as that made from FIVE ROSES flour. It cut very satisfactorily without crumbling; the crust was thin, crackling, and sweet to the palate. The texture slightly more open possibly, but appetizingly fresh and yielding. We have no reason to doubt its keeping qualities. In lightness, flavor and general eating qualities, we can assure all FIVE ROSES users that we were delighted with the results obtained. The complexion of the loaf was naturally more creamy than the old FIVE ROSES loaf, but this in no way affects its nutritive or digestive properties.

So that, in making an early use of the new War Flour, thrifty housewives will be securing equal nutrition at less cost, besides contributing to the increased wheat supplies so sorely needed by our Allies. It is truly no sacrifice to economize with FIVE ROSES milled according to Government Regulation.

### Lake of the Woods Milling Company Limited

Makers of Five Roses Flour  
CANADA

*FIVE ROSES IN KHAKI.*—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.



## War Flour Is Good Flour

By CARO M. BROWN

Chemist—Lake of the Woods Milling Company Limited

**I**N the interest of food conservation, it has been proved most economical to insist upon a standard loaf of bread from all bake-shops, and this is only possible when a standard flour is manufactured. In order to effect this standardization of flour all over Canada, the Government requires that the mills make not less than 74 per cent flour from wheat, that is 74 pounds of War Flour is to be made from 100 pounds of wheat. This is only very slightly more than most mills are already extracting.

### Not "Graham" Flour

The slight increase of flour extracted will be true flour, and not bran or dust. Formerly this slight amount of flour had been allowed to go into the feeds for animal consumption, but when every grain of wheat counts as it does now, this is too extravagant a practice. There need be no apprehension as to the quality of Government Regulation flour. It is NOT to be "Graham," nor even so-called "Whole-wheat" flour, and it is NOT flour mixed with Bran and Shorts. It will be simply pure flour as taken from the wheat berry, purified and sifted exactly as in the past; but, instead of several grades, such as FIVE ROSES, HARVEST QUEEN, LAKEWOODS, etc., being separated, all the flour will be blended together and only one brand will be on the market.

### Colour More Creamy

The War Flour will not have quite the white colour of FIVE ROSES, but for all practical uses it will give identical results in baking. Flavour, texture, general appearance and nutritive value will not be impaired in any way.

### Excellent Baking Results

Foreseeing that some regulation of this sort was imminent, we have been trying out in our Laboratory recipes for Bread, Cakes and Pastry, using the new "War Flour," our idea being to ascertain if any modification of present methods should be adopted. There need be no fear that the new flour will make unpalatable bread, cake or pastry. We were more than pleased with the results, and found that for bread no variation seemed to be necessary.

### Some Suggestions for Housewives

In making pie crust and puff paste, we have obtained the best results by using very slightly less water than with FIVE ROSES. The crust was flaky, crisp and well-flavoured. For cake, we followed exactly the same recipe in using FIVE ROSES and the War Flour; the cake from the War Flour was equal to that from FIVE ROSES in lightness and texture, was excellent in flavour and of a rich, creamy colour.

As the War Flour will be rich in gluten, care should be taken in making baking-powder biscuit and pastry not to work it or handle it any more than is absolutely necessary, as this toughens the gluten, resulting in texture less tender and flaky. It will require a little study and ingenuity on the part of each housewife to adapt her favorite recipe to this flour, but the little time given to this will be more than repaid by the results obtained.