



## WE ASK YOU TO SELL LESS FLOUR

**F**ROM a flour milling company this request seems strange, but we make it from our knowledge of world conditions. The fact of the matter is that the advertising of FIVE ROSES flour has been entirely too successful in the past — the popular demand is too great.

In the vital interest of our Allies and the fighting forces of the Empire, the consumption of wheat flour must be reduced at once. It is our individual problem to help feed our Allies by sending them as much as we can possibly save of the most concentrated nutritive value in the least shipping space. And that means Wheat and Flour. Not only must we eliminate waste, we must consume less wheat and flour. We must export more. This is the pressing necessity that must be brought home to the consumer. As a distributor of flour, you can assist tremendously by suggesting the substitution of other cereals than wheat. You can suggest the use of cornmeal, oats, buckwheat, rye, barley, potato flour, rice and tapioca flour.

Do your part at the retail end. Every cupful of flour, every handful of wheat you induce the housewife to save is your sorely needed share in winning the war. Thereby do you perform a patriotic duty, thereby do you promote the sale of other profitable lines.

Users of FIVE ROSES flour are imbued with the proper patriotic spirit. They will appreciate your suggestions, and they will conserve the flour so essential to the Allied Cause.

**Lake of the Woods Milling Company, Limited**  
**Makers of "Five Roses" Flour**  
**CANADA**

Canada Food Board License Nos. 11-14

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**HELP US TO SAVE FIVE ROSES FLOUR**