

Save Wheat & Flour

for Those who are Saving YOU

MILLIONS are fighting and dying—that you may live. Millions are starving—*that you may eat!* And you are asked merely to save an occasional pound of flour, an extra handful of wheat in the serving of your meals.

You are requested not to deprive your folks of essentials, not even to do without flour or wheat foods entirely—you are asked merely to SHARE these foods with our famine-menaced Allies overseas.

You are urged to share your flour with the pitiable waifs of Belgium and Northern France fighting in the gutters there for the stray crusts that keep alive the vital spark. Share it with the Boys in Khaki and Horizon Blue who are fighting YOUR fight. Save them from the shortened rations that weaken the avenging arm.

Every cupful of flour, every handful of wheat you save is another stone added to that living wall holding back the Hun from you and yours. Your help is needed to build it strong—it is YOUR wall. With every pound you waste or eat unnecessarily, you are undermining the safety of all you hold most dear and sacred. So build it Hun-proof by building up the strength of our fighting force.

Nor is it enough that you are using FIVE ROSES "Government Grade" flour. You must eat LESS flour, irrespective of grade or quality. Eliminate every minute waste, then serve less bread, less cake, less puddings, less pastries, less of any-

thing made wholly or in part from wheat or flour. So that the war may be won in the kitchens, learn to use the ordinary wheat-savers whenever available, such as cornmeal and flour, oats, buckwheat, rye, barley, potato, rice and tapioca flours.

Listen to what they say in Germany, if you think THIS Sacrifice. They say in Germany that that nation will win whose nerves are strongest, whose will to win shrinks at no sacrifice. Are Canadians weaker than—HUNS? Are Canadians less deserving of Victory? Does Sacrifice daunt us?

Is there in all Canada a single housewife indifferent to this call for conservation? Surely not one of the hundreds of thousands of FIVE ROSES flour users, though to them the sacrifice may seem the greater because of their almost personal regard for this old household companion.

Help us save the great essential to victory. Help us save wheat by reducing your consumption of flour. Help us save Canada!

*We ask YOU to use LESS
FIVE ROSES FLOUR*

Lake of the Woods Milling Co.
LIMITED

Makers of FIVE ROSES FLOUR

CANADA

