

This Will The Professor Tell You



That it's **gluten** that makes the dough rise—Makes it rise in the mixer and expand in the oven.

Because gluten is the **elastic** part of flour—absorbs all the water, and milk, and things.

The more gluten, the more dough—the more dough, the more **bread**, don't you see.

Why is Manitoba wheat flour the best bread maker?

Because it contains more and a better quality of this valuable gluten than any other.

Now, **FIVE ROSES** flour is **all** Manitoba wheat.

Therefore it takes up considerably **more** water, and so makes more loaves, fatter loaves, healthier loaves.

That's why over nine hundred thousand housewives use **FIVE ROSES**—why not **YOU**?

LAKE OF THE WOODS MILLING CO., LTD.
Montreal.