



The Autocrat of the Breakfast Table

of the Tea Table, and, in thousands of homes, of the Dinner-Table, too, is

Blue Ribbon Tea

And why?

Because Blue Ribbon Tea is a delightful beverage—healthful—mildly stimulating—pure as the Western breezes—and almost as cheap.

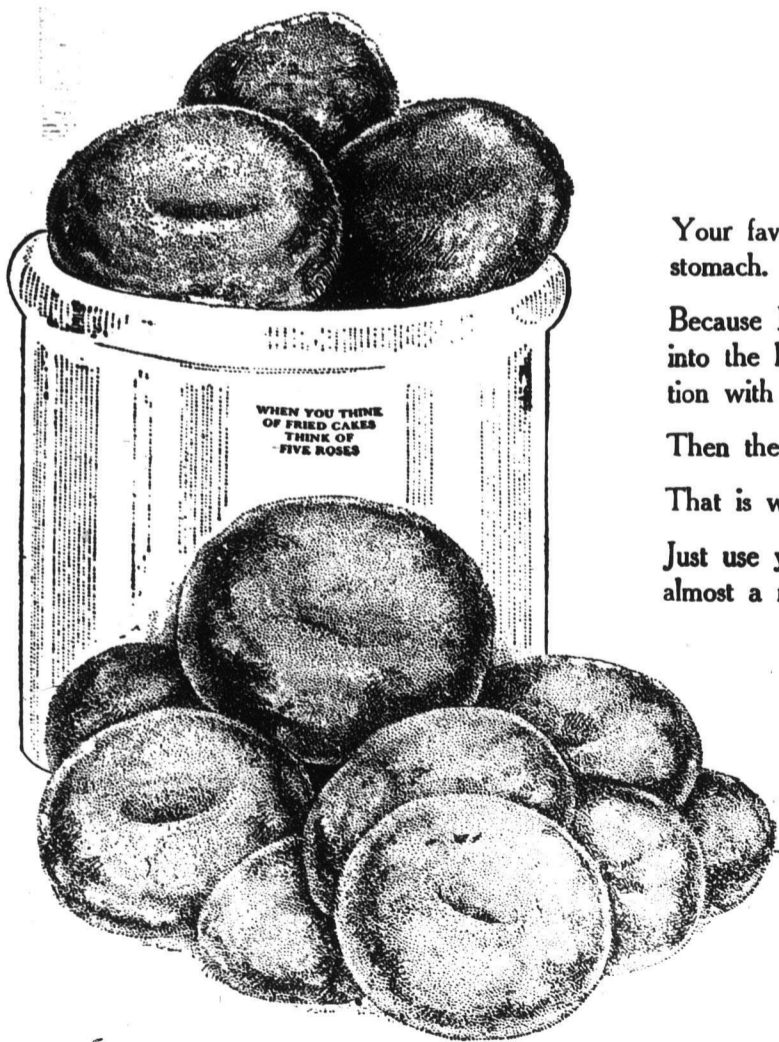
Drink Blue Ribbon Tea for your health's sake. Buy it for your pocket's sake.

And note the new package—a perfect protection against the enemies of good tea—dust and moisture.

A money-back guarantee goes with each packet. Ask your Grocer.

Yes, Five Roses makes dainty, digestible doughnuts

Crisp and tender, light and free from grease—the kind the children look back upon and look forward to so longingly. Let FIVE ROSES accustom your folks to quality in fried cakes. No common flour has that exclusive knack of producing just the right kind of dough that tastes like nuts, that bobs deliciously in the deep sizzling fat.



Five Roses^{*}
FLOUR for Breads-Cakes
Puddings-Pastries

Your favourite recipe and FIVE ROSES will never in the world disturb the most delicate stomach.

Because FIVE ROSES is so sturdy and glutinous that it resists the absorption of fat. Plunged into the hot lard, the plump, well-cut cakes crisp at once and seal the dough against penetration with the crustiest brown coat imaginable.

Then the spicy, tender centre bakes to a light, soft texture without greasiness or sogginess.

That is why FIVE ROSES makes fried cakes not only delightful but delightfully *wholesome*.

Just use your favourite recipe and leave the rest to FIVE ROSES. It is so well liked that almost a million mothers will use no other flour for *all* their baking.

MAKE
BETTER
FRIED
CAKES—

Send for the FIVE ROSES Cook Book
A whole chapter on fried cakes in this famous book. Besides almost a thousand tested recipes for home baking. Send 10 two-cent stamps for postage to Dept. F, FIVE ROSES OF THE WOODS MILLING CO., LIMITED, WINNIPEG.

*Guaranteed NOT BLEACHED—NOT BLENDED.