



How Sales Are Made

(By a Live Salesman)

"Isn't that provoking," said Mrs. Byer, in a Windsor grocery, as she fumbled with her bag. "Here I've come away without my list, on which I had a whole lot of things to order for a cake I wished to bake in the morning."

"It wouldn't be a FIVE ROSES cake, would it?" suggested Mr. Grocer.

"That's just what it is, for I took my recipe from the FIVE ROSES Cook Book."

"Then maybe I can help you," remarked the grocer, going to his desk and returning with that very book.

"How lovely," she said, "it's a Spice Cake, near the back."

"Spice Cake, yes, here we are, page 110," said the grocer.



Eggs
Sugar
Butter
Milk
Baking Powder
Soda
Nutmeg or Cinnamon
Cloves and Raisins
Chopped Walnuts

"All our baking ingredients are up to the FIVE ROSES standard," said the Grocer. "Let me take your order for the 5 P.M. delivery."

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Have you *YOUR* FIVE ROSES Cook Book handy? If your copy has disappeared, borrow your wife's, and write us for another copy. It helps sales.

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