



It takes hard rubbing to get cooked starch into a fabric because cooking starch increases the size of its particles or cells fourfold.

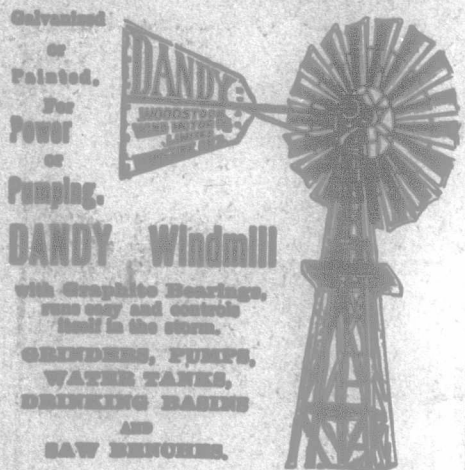
Celluloid Starch soaks into the fabric in its raw state, fills the little spaces and is then enlarged by the heat of the iron—making the surface perfectly smooth and leaving the fabric thoroughly stiffened.

It gives greater beauty and longer life to your linen.

Your grocer can supply it if you insist.

**Celluloid Starch**  
Never Sticks Requires no Cooking.  
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DEAR SIR,

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The receipt at the foot of the Cheque must be signed by you and dated before presentation to the Bankers, as the Cheque without the receipt is of no value.

Yours faithfully,  
ERNEST CLARKE,  
Secretary.

*Ernest Clark, Shapley & Muir Co., Ltd*

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N.B.—Cheques outstanding more than six months after date will not be paid by the Bankers until certified by the Secretary.

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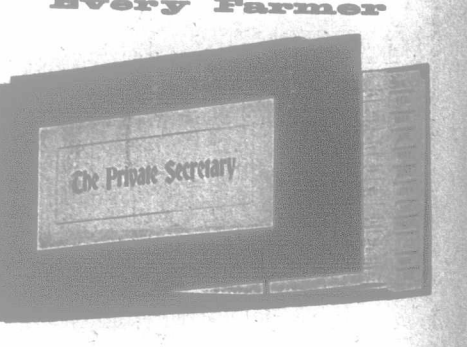


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