

Strength

"The Power to do and dare"

In greatest purity there is greatest strength—greatest power to **do** and to do well! Thus—98⁵⁰/₁₀₀ of absolute purity means greatest strength, especially in Bi-Carbonate of Soda. And that is what the United Alkali Company of Great Britain **prove**—greatest purity and strength in their "Hand-in-Hand" Brand. "Proofs wanted," perhaps, you say. Ask the hundreds of thousands of satisfied women who use it—**they** know its virtues well.

The "Hand-in-Hand" Brand

Bi-Carbonate Soda

They supersede the old fashioned powder dyes **at once** wherever they are introduced. Why? Because they wash and dye at one operation—because

Maypole Soap Dyes

are absolutely fast—clean to use—brilliant—won't crock or streak.

A sample free for your wife if you'd like it—**she** will understand.

The household Cocoa—Fry's! So known because of its great strength—purity—easy solubility.

Economical from any point of view.

Fry's Pure Cocoa

is the concentrated essence of the best cocoa beans that grow. But they are scientifically treated and the process belongs to the Messrs. Fry **alone**.

White, rich, delicate macaroni—P. Codou's, made only from Russian wheat, because the most suitable to use for **good** macaroni.

Codou's Macaroni

will **never** disappoint that customer of yours who came back yesterday with a "snarl" about quality. The name "P. Codou" will head her off every time—on macaroni.

Sold by leading Wholesalers everywhere



AGENTS:

A. P. Tippet & Co.,
Montreal and Toronto.
F. H. Tippet & Co., St. John, N.B.