

## “A Penny Saved

is a penny earned,” and no one understands the true value of those few words better than a woman. The most economical women in Canada buy the “Hand-in-Hand” Brand of Bi-Carbonate of Soda—the reason why is plain. They never lose a baking when they use the “Hand-in-Hand” Brand and they never forget the grocer who recommended them to buy it.

They know that they can rely on the great purity and unequalled strength of the “Hand-in-Hand” Brand—that the grade runs evenly in every pound they buy. The picture of the “Clasped Hands” grows familiar to them and they trust it implicitly. Let a grocer save the pennies for a woman and she’ll remember him—**more trade will follow naturally.**

**“Hand-in-Hand”  
Brand  
Bi-Carb. Soda.**

## “A Penny Wise

is a pound foolish”—sometimes. Better lose a penny or two of your profits than to lose a customer. When you’re trying to stimulate a man’s appetite it does not pay to irritate his temper.

Many a table sauce that gives zest to appetite only satisfies after a very liberal use of the sauce. A **small** amount of MacUrquahart’s Worcester Sauce gives absolute satisfaction because of its “body” and strength and flavor which is peculiar to itself. A grocer can make larger profits perhaps from thin, watery, **cheaper** sauces but our idea is that in doing it he is “a penny wise and a pound foolish.”

**MacUrquahart’s  
Worcester  
Sauce.**

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