

COW



BRAND

## IMPORTANT REASONS

**WHY HOUSEKEEPERS** should buy Cow Brand package Soda in preference to bulk Soda or other package Soda recommended by the dealer.

The retail price of Cow Brand Baking Soda in packages is the same as for inferior package Soda. Consumers gain nothing by buying unknown and inferior Soda; they simply put more money into the merchant's pocket.

Package Soda, like Dwight's Cow Brand, has the guarantee of a responsible manufacturer. Bulk Soda may be anybody's manufacture, and generally of a poor quality. Sometimes retail dealers are imposed upon, not knowing what the jobber sends. A few think their customers should accept anything they choose to sell them, saying it is really Cow Brand Baking Soda, or it is the same thing.

Often good flour is spoiled and condemned by the use of inferior ingredients. Poor flour, or even good flour, can be improved by using good soda; either will be completely spoiled by using poor soda, and what little is saved through a whole year by buying cheap soda is then thrown away many times over. The only safe way is to buy what is known to be best.

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**DWIGHT'S COW BRAND BAKING SODA**

**A Household Word**