



“The  
Longest  
Way  
Round  
is the  
Shortest  
Way  
There.”

There are no “short cuts” by which you can obtain the confidence of buyers. Confidence is of slow growth. You can deceive yourself into thinking otherwise—you can sell nameless goods and win a profit, but to establish confidence we believe that you will agree with us that “the longest way round is the shortest way there.” **Standard goods are best to handle!**

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*The  
“Hand-in-Hand” Brand  
Bi-Carb of Soda*

is a **standard** brand, and so proved by the unequalled test of time. The brand of absolute purity and greatest strength. The brand of confidence. Pure, white, strong—true as steel in the evenness of its grade. 98 50/100 of pure bi-carbonate of soda in it. Made by the United Alkali Co. of Great Britain, one of the largest manufacturers under the British flag.

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*Stephens’  
Pickles.*

Standard goods and so guaranteed by the name “Stephens.” Sound and piquant pickles, preserved in absolutely pure Malt Vinegar, also made by Stephens. Packed in air-tight bottles with showy labels. Pickles of high quality, but at a low cost to you. **Standard goods are best to handle!**

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