

standard. Cow Brand Baking Soda is almost absolutely and chemically pure—the minute fraction of a hundredth part lacking in that respect being of trivial importance.

Consumers can, therefore, rely upon invariably obtaining good results in cooking if they insist upon using only the Cow Brand Baking Soda in their households. It is manufactured of uniform quality, because of the purity of its materials, and thoroughly charged with carbonic acid gas, besides being always packed full weight.

MUCH INFERIOR SODA IS PUT UP IN KEGS

It is an easy matter for the dealer to substitute one kind for another when selling from a keg. Hence it is always best to insist upon having it in packages, with the manufacturer's name and brand of Cow printed thereon. This is done at the factory, and guarantees that you are getting what you want.

HOUSEKEEPERS

Do not use too much. The superior quality and strength of Cow Brand Baking Soda does not require that so large a quantity be used as does cheap bulk soda.

Insist on having Cow Brand Soda in packages, and you will have the best.