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| Imporits |  | THE LIICOLI LIIPOATIIIG HOASE CO． |  |
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|  |  |  | VLL＇，REPUTABLE，DEALERS ，KEEP ，THEM |  |
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## To the Ladies：

Don＇t let your grocer sell you a 12 oz． package of laundry starch for 10 cents when you can get 16 oz．of the very best starch made for the same price．One－third more starch for the same money．

## To the Dealers：

GO SLOW－In placing orders for 12－oz．Laundry Starch．You won＇t be able
to sell 12 ounces for 10 cents while your com－
petitor offers 16 ounces for the same money． petitor offers 16 oun is TIE Biccest－ DEMINNCE STANCH IS TIE BICESST－
TEE EST COW WATER STARCM MADE No Chromos，no Premiums，but a better
starch，and one－third more of it，than is con－ tained in any other package for the price． Having adopted every idea in the manu－ facture of starch which Moiern inventions． Consumers are becoming more and more dis－
catisfied with the prevalent custom of get－ ting 5 c ．worth of starch and 5 c ．worth of some useless thing．When they want 10c．
worth of starch．We give no premiums
with Defianee Sthech，relying on＂d wality and Ounatity as the more satisfactory method
of getting business．You take no cliances of getting business．You take no cliances
in pushing this article，we give an absolute
guarantee with every package sold，and

## exact gize ofjo cent packnce．

 McCord－Brady Co．，Omaha．
Paxton \＆Gallagher，

Raymond Bros．\＆Clarke，Lincoln，
Meyer \＆Raapike．
Hargreaves Bros．
Grainger Bros．，

