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## A Story

## Worth Telling

We never tire of telling the story f Uneeda Bliscuit. We do no believe that lovers of good, whole me food ever tire reading it
Uneeda Biscult are the result of wo ideas. That soda crackers could be made better than they had ever been made before. That it was pos sible to convey them to the home fresh, crisp and clean.
The importance of the soda cracker as an article of daily consumption, made this worthy of extraordinary effort. True, many people laughed at the idea of so much thought-time-
labor-capital, being devoted to a soda cracker. But the greatest industries of the greatest country in the world have been developed from smaller things than a soda cracker, and so it seemed worth while to make the
best soda cracker that could be made and to place it on the table as good as it had been made.
To do the first required the selection of the best materials, of the best
equipment, the highest skill. To do the second upset all traditions. The oldest bakers said there was no
way to keep a soda cracker good.

That no one expected it any way. That people were satisfied to eat them stale, as they had been in the habit of doing. And so it fell to the lot of younger minds to do this unheard of thing-to keep a soda cracker good until eaten.
The result was the creation of the In-er-seal Package with red and white seal. An invention that kept out the air, moisture, dust germs, that first retained the natural flavor of the biscuit, keeping it crisp and fresh until it reached the table, and so Uneeda Biscult became a reality. The little thing that seemed hardly worth while became a great thing that seemed hardly possible.

To-day over $300,000,000$ packages have been consumed by the thoughtful people of this country and the demand is ever increasing.

That is the story of Uneeda Blscuit. Some day we will tell it over again for the benefit of those who are still "satisfied" with the stale and broken crackers that come in a paper bag, when they can get Uneeda Blscuit hole, fresh, and clean.


CURES HDUMADISN sure as nothing else will.

