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## The Woman <br> with a Habit <br> Says to her grocer, "give me some soda crackers." <br> The woman of thought and thrift says, "give me a package of Uneeda Biscuit. <br> The woman of habit 'gets a paper bag of broken, crumbling rackers of peculiar flavor, unknown age and doubtful cleanliness. The woman of thought gets a beautiful airtight package of Royal purple and white containing the most delicious soda crackers is possible for baking science to produce. <br> They are as crisp and fresh and full of flavor as though she bought them at the mouth of the oven. They have not been soiled by dust, spoiled by dampness nor handled by unknown hands. For all this care and cleanliness and goodness the woman of thought pays but a nickel-5 cents. <br> Now which is ahead, the woman who is controlled by her old ashioned habit or the woman who is awake to the interest of her <br> Uneeda Biscuit

## NATIONAL BISCUIT COMPANY

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