

"Just as Good" means absolutely Not as Good!

You can pay a competitor no greater compliment than by comparing the worth of your goods with his, and likewise you can offer a woman no greater insult than by confronting her with "something just as good," when she knows what she wants and has come to your store to get it.

Moral—"Give them what they ask for."

The Thistle Brand of Fish

Frequently the ever increasing demand for haddies, kippered herring and herring in tomato sauce, packed under the "Thistle" label, exceeds our ability to supply all. This is an eloquent tribute to quality, friends!

Griffin & Skelley's Asparagus

As rich, delicate and toothsome as if you had stepped outside in the early morning hours and from your cherished garden cut with your own hands the tender stalks. Grown on private beds on the Sacramento River, whose location is unsurpassed for producing matchless quality.

Macaroni

Made by P. Codou

As tender as a baby's skin—clean as the proverbial whistle. Likewise could we honestly describe the vermicelli and fancy pastes that come from that famous maker, "Codou."

Get your supply of these
quality goods
NOW.

Arthur P. Tippet & Co., Agents