



This Kind Of A Man

does not jump at conclusions—*he investigates!* He is not “a penny wise and pound foolish,” you can rest assured of that. He is not misled into buying new things said to be “just as good” as the old standard, time-tested articles of trade.

And as he buys, so he sells and builds up confidence among his customers. You’ll find a clean stock in *his* store—nothing unsalable, because “*Standard goods are best to handle.*”

The “Hand-in-Hand” Brand Bi-Carb. of Soda.

The brand that has 95 to 100 of pure Bi carbonate of Soda in it. White and strong. Unvarying in the evenness of its grade. **Standard goods.** The genuineness of each package is guaranteed by that familiar trade mark of the clasped hands—look for it before you buy.

The “Griffin” Brand California Fruits.

There is but one grade of quality in the “Griffin” Brand, **the highest.** And this refers to the growing, the picking and the packing, which is all done right at the vineyards on the Pacific coast. You get the “Griffin” brand always at first hands—there is no tampering with the fruit en route.

P. Codou’s Macaroni and Vermicelli.

The name P. Codou stands for the very best quality of Macaroni, Vermicelli and fancy pastas. It is not alone because only the very best quality of Russian Wheat is used but because of the long experience and consequent great skill of the makers. **They are standard goods.**

Arthur P. Tippet & Co., Agents,

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