



## 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.*”

### COX'S Powdered Gelatine.

The new Gelatine is new in form only. It is Sparkling Gelatine reduced to powder, and retains all its old, good qualities with this addition, that it dissolves instantly in warm water.

### 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 and orchards on the Pacific coast. You get the “Griffin” brand **always** at first hands—there is no tampering with the fruit en route, no short weight.

### P. Codou's Macaroni and Vermicelli.

The name P. Codou stands for the **very best quality** of Macaroni, Vermicelli and fancy pastes. 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.**

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