



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 con-
fidence 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 re-
tains 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.

Arthur P. Tippet & Co., Agents,

8 Place Royale,
Montreal.

20½ Front Street,
Toronto.