

## A few facts about



Is recommended on **QUALITY**, as that is what counts; we pay the mines more than is paid for any other coal, yet the retail price is no more than that of other coal, and as **QUALITY** is of the utmost importance to the **CONSUMER**, it follows that it is the **DEMAND** of the **CONSUMER** only, that insures the delivery of the **GENUINE PEACOCK COAL**; it is the one article of merchandise that has a standard price for a **STANDARD QUALITY**.

We have many unsolicited letters,—which any one may see—showing results of trials, from which we quote:

“SAN CARLOS, August 14, 1911.

“I desire to thank you for sending me Peacock coal; it is the most satisfactory coal I have ever used.”

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“OAKLAND, October 13, 1911.

“I bought a trial lot of Peacock coal of . . . . ., and am pleased to say I found the coal to be all that you represented.”

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“BISHOP, October 6, 1911.

“We have used the fifth car of Peacock Rock Springs Coal; we appreciate the quality very much and we propose to make this coal our leader.”

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“OAKLAND, November 15, 1911.

“I have to report that the Peacock coal I bought of . . . . . is O. K.; gives entire satisfaction.”

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“SAN JOSE, November 16, 1911.

“The car of Peacock Rock Springs Coal just received was all that could be desired.”

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“STOCKTON, January 7, 1912.

“I am using the second ton of Peacock Rock Springs Coal and find it all you claim; it lasts longer, gives steady, fine heat, with less ash and soot than any coal I have ever used, and I am recommending it to my friends.”

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“NEVADA CITY, January 25, 1912.

“We used about thirty tons Peacock Rock Springs Coal during the past month and find it to be as you represented in yours of November 17. Please rush another car immediately.”

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“SAN FRANCISCO, February 1, 1912.

“I have used Peacock Rock Springs Coal, under personal supervision, also every other coal sold in this market, and find the Peacock to be so far superior in every respect as to be beyond comparison.”