

**She
Found
You
Out!**

That woman who asked you for Stower's Lime Juice found out afterward that the reason you advised her to buy some other brand was because you made more money out of it. And now she's trading at your competitor's, across the street. Worse still, *she told five friends of hers just what you had done!* It pays to get what a woman asks for even if you don't happen to have it in stock. *She'll find you out if you try to substitute!*

**Stower's
Lime Juice.**

DON'T SUBSTITUTE!

You can substitute some other brand of Macaroni for Codou's, if you want to, but when you do it you are not "fair to yourself"—*you cheat yourself out of a woman's confidence.* There *is* no Macaroni quite as good as Codou's—quite as white, tender and delicate. "Be fair to yourself" next time when a woman asks for Codou's, and if you don't happen to have it on hand it will pay you far better to get it than to try to convince a woman that

**Codou's
Macaroni.**

something else is just as good, because "She'll find you out."

**Be
Fair
To Your-
self!**

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