

Sell the Best

It Pays



Is pure as pure oil and skill and experience can make it. The most sensitive complexion or most delicate lingerie is safe with "Calice" Soap. Antiseptic, sanitary, clean. Not a Pure Oil "tallow soap"—no decaying animal matter in it.



Don't substitute

You can substitute some other brand of Macaroni for Codou's, 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 better to get it than to try to convince a

Codou's woman that something else is just as good, because "She'll find you out."
Macaroni

Be
Fair
To Your-
self!

A. P. TIPPET & CO., SOLE AGENTS

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MONTREAL

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