

Sell the Best

It Pays

11 **Gold Medals** 11



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 "tallow soap"—no decaying animal matter in it.

Pure Oil

Srs. D. Leca & Co., Sole Manufacturers.

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

Codou's
Macaroni

**Be
Fair
To Your-
self!**

A. P. TIPPET & CO., SOLE AGENTS

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