

THE CANADIAN GROCER



11 Gold Medals 11

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A soap for a sensitive complexion, or delicate lingerie, etc., must necessarily be produced with skill, experience and honesty, linked with purity--the soap must be clean to wash clean.

"Le Calice" Castile Soap

is no tallow soap, it is antiseptic, sanitary, cleanly. Contains no corrupt animal fat, is pure as oil and skill can make it.

Substitute no other, Mr. Grocer:--- this is what your customers are wanting.

SELL ONLY THE BEST

IT PAYS

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