



THE SURE SELLER.
WHY ?

"SURPRISE" Soap is sold before it ever goes into your store.

You never have to think about bad soap stock if it is "SURPRISE," because everybody knows that "SURPRISE" is the best laundry soap in the country.

To you it is as negotiable as government bonds or coin of the realm.

"SURPRISE" is a bigger seller this year than it was last year, and it will be still bigger as the country's population increases.

The St. Croix Soap Manufacturing Co.

Factory at St. Stephen, N.B.

Branches: Montreal, Toronto, Winnipeg, Vancouver, West Indies