

# 11 GOLD MEDALS



YOU'VE GOT TO USE discrimination in buying soap — there are many brands, makes, imitations, etc., on the market, each claiming to be the best. The safest guide for you, Mr. Dealer, to get the best is to get the products of old reliable makers—soaps that have stood the test of the public for years past.

## “LE CALICE” CASTILE SOAP

has stood the test for many years. It is *no* tallow soap, contains no corrupt animal fat, it is antiseptic, as pure as oil and skill can make it.

For a sensitive complexion, delicate lingerie, etc., soap must be produced with experience and honesty, linked with purity—the soap must be clean to wash clean.

Substitute no other, Mr. Grocer; “Le Calice” is what your customers are wanting. Made only by Srs. D. Leca & Co., Marseilles.  
*Good profits.*



Arthur P. Tippet & Company

Agents

Montreal

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Toronto

