

WHICH BRAND WOULD HE CHOOSE?

IF a man were starting in business with the intention of carrying only one line of each of the different articles sold in a grocery store, which brand of laundry soap do you think he would be likely to select? If he asked the housekeepers of the country to decide for him, which one would they choose? Or suppose his clerks were young men of experience in the grocery business and they were asked to make the selection. We do not need to answer these questions, because it is quite patent to every business man who reads this paper that SURPRISE so far surpasses all other laundry soaps in the esteem of people generally that the man who tried to secure and hold trade with any substitute would soon find his customers making tracks for another store. His clerks would tell him they wanted the SOAP that is easiest to sell; and the women of the country would say: "Give us the old reliable brand" SURPRISE, which washes everything to a healthful cleanliness without the necessity for hard work—the soap which makes child's play of wash day.

And so in deference to the wishes of his clerks and the needs of his customers he would be forced to the belief that while there might be other brands on which the selling margin is greater, there is none that all things considered is so profitable and in every way so satisfactory as SURPRISE.

**THE ST. CROIX SOAP
MANUFACTURING CO.,
LIMITED**

Factory at ST. STEPHEN, N. B.

**BRANCHES—MONTREAL, TORONTO,
WINNIPEG, VANCOUVER, WEST INDIES.**

