

Soap and Civilization.

DID the Voyageur use Soap? Did he carry it with him in his long wanderings, sleep with it, eat near it, work beside it? Or did he simply take an annual plunge in the Red River and "let her rip?" Whether he used soap or not, we freely forgive him now, since all his descendants have probably learnt the beauties and utilities, the saving qualities and civilizing influences of soap. Good, pure soap! which accomplishes what it was made for—cleansing and purifying, brightening and beautifying; minimizing the slavery of the wash tub and making household duties less onerous. Is there a more valuable factor in home life to-day than a good soap? Can you imagine housekeeping without it? Of course there are soaps and soaps! There is the common everyday sort which has the weight and appearance—but lacks the working qualities. It's soap of the loafer type! Then there's the kind which is good in it's own peculiar way—not the way of this country however. Such soap is a foreigner and a failure in our climate. But—there is a soap which is a native of this country; which is adapted to it's needs, it's alkaline waters and peculiar influences. This soap is a worker, a wage earner; one of the persevering, thrifty, economical kind. It's a soap that wears well, lasts a long time, and has made a host of friends in a few years. You know it; everybody does—it's ROYAL CROWN! Soap is a heavy substance, bulky and weighty in proportion to it's cost; therefore freights on it are expensive. Royal Crown being made in Winnipeg, no Eastern Manufacturer can pay cost of transportation here and sell an article of equal merit for the same price. That's one reason why you always find the box containing "Royal Crown" to be the lowest in your grocers' row of soaps. There's not so much profit on it for the retailer, but it's a rapid seller, because it's cheap in the true sense of the word; because it'll do more work for the same money than any other soap in the market. The Royal Soap Co. began to manufacture it three years ago, and on it's merits, control to-day the soap business of the Northwest. They have made a market for all the tallow of this country, and import annually hundreds of tons of cocoanut and vegetable oils from the island of Ceylon, India. Over a thousand testimonials have been received (which speak volumes for the merits of "Royal Crown" Soap) and in order to popularize it still further they are presenting free, a choice of five beautiful pictures—veritable works of art—to every person who sends twenty-five "Royal Crown" Soap covers. Don't you want one of those pictures?