

Cub *Alumni*  
13.1.03

Quality tells every time!  
This fact explains why Blue  
Ribbon Ceylon is fast displacing  
all other teas throughout Canada.

## You've noticed that wash-day smell

All over the house, that is so wretchedly disagreeable?

**THAT'S THE SOAP**, the poor kind. With cheap soaps the heat of the water brings out the odor of the impure and putrid matter from which they have been made, and these soaps do not rinse out readily, so that this odor clings to the clothing even when it is dry, and often the germs of disease are carried by means of soap from the vile, abominable filth used in its manufacture to the persons wearing clothing which has been washed with it.

**DON'T TAKE CHANCES**

## COMFORT SOAP

Is pure and wholesome, rinses out readily, leaves the clothes sweet, clean and white, with never a trace of unpleasant odor and without a possibility of ill-effect on either people or clothing. : : : : : : : : : : :

The great feature of COMFORT SOAP is its dirt-destroying quality. It will seek out the dirt and remove it completely if you only give it half a chance, and yet will not harm in any way the daintiest fabrics or laces, nor hurt the hands, leaving any unpleasant feeling. In fact, it is well named, giving COMFORT all around, lessening your labor, saving your time and giving you unequalled results without costing more than an ordinary, common, every-day, unsatisfactory piece of soap.

Ask your grocer for it and prove all this for yourself

Messrs Ruppert & Sugman