

## The Countess



## SHOPKEEPERS

The surest way to annoy a customer is to ack her to buy some other Soap, when she wants Sunlight Soap.
When a woman asks for Sunlight Soap, it thows that The is an intelligent woman, who wants value for her money.
When you alk such a woman to buy someother soap, it shows that you consider she doesn't lnow what she wants.
When you tell a sensible woman that some other soap is as good as Sunlight, she knows you are not telling the whole truth,
Naturally when she lnows you are trying to fool her, she has a poor opinion of your judgment and veracity.
You cannot fool any woman regarding Sunlight Soap. Every woman knows Sun light Soap to be purest and best.
This is why selling Sunlight Soap is the easiest thing any shopkeeper hás to do. Every wise shopkeeper knows this.
Every now and then shopkeepers are asked to huy soap, -said to be as good as Sunlight Soap.
Evenfically such soap has to bevold at a loss, and the loss is always made by the shopteeper: The soap agent gets his money, the shopkeeper is the goat.
When next you are asked to buy such a soap, ask the agent, -"Will it sell as well as Suilight Soap?"
Soap which won't sell as well as Sunlight Soap isn't as good as Sunlight, it won't pay for its keep.
Don'tlet any slick soap agent load you upwith soap which will stick to your shelves and lose money on you.
STICK TO SUNLIGHT AND YOU WONT BE STUCK.
Have yod fried Small Sunlight Soap? A case contains 200 handy cakes. Small Sunlight retails for 5 cents per cake.

## BEAVER BOARD

Beaver Board is better than plaster for walls and ceilings, because Beaver Board cannot crack, nor fall.
About seven dollars worth of Beaver Board will cover the ceiling of your dining room or parlor.
Beaver Board is better than pitch pine or v jointed boards, because, Beaver Board shows no seams.
When your ceilings are done with Beaver Board, no dust can come down on your furniture
Beaver Board is water-proofed and sized, ready for the application of paint or calcimine.
To get genuine Beaver Board, look for the board with the Red Beaver Brand on the border.
Beaver Board may be had 48 inches wide and in lengths of 7,8,9,10, and 12 feet. Beaver Board costs only 5 cents per square foot.
Beaver Board is best for bungalows and best for bath rooms. Beaver Board is cheap enough for your kitchen and artistic enough for your parlor.
COLIN CAMPBELL, Ltd.

