

EVERY merchant's back shop tells the story of stickers —things that sold well for a time and then went flat. You know what they have been in your case, don't you—and you don't need to look them over to find that SURPRISE SOAP isn't on the list.



SURPRISE has been a good seller from the very first

And every year it is getting harder for the man who sells a substitute to do any business at all. He finds that women simply won't listen to his argument about soaps that for the minute pay him a better profit—they've tried that kind before—and why should they when SURPRISE value is the best in the world?

THE ST. CROIX SOAP MANUFACTURING COMPANY

Factory at ST. STEPHEN, N.B.

Branches: MONTREAL TORONTO WINNIPEG VANCOUVER WEST INDIES