



THIS SOAP

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the Soap that people buy without urging—and so he sticks to SURPRISE.

THE ST. CROIX SOAP MFG. CO.

Factory at ST. STEPHEN, N. B.

Branches MONTREAL, TORONTO, WINNIPEG, VANCOUVER, WEST INDIES