

# Surprise Soap

gives

## Valuable Cash Prizes

**House Cleaning Competition March 15th to May 15th, 1912**

A window can be put in at any time between these two dates. Competition is for

A HOUSE-CLEANING WINDOW, consisting of any or all the articles used for Spring House-Cleaning, general washing or cleansing, with "Surprise" Soap, given a good display and prominent position.

<b>1st PRIZE</b>	-	<b>\$50.00</b>	<b>6th PRIZE</b>	-	<b>\$10.00</b>
<b>2nd PRIZE</b>	-	<b>35.00</b>	<b>7th PRIZE</b>	-	<b>10.00</b>
<b>3rd PRIZE</b>	-	<b>20.00</b>	<b>8th PRIZE</b>	-	<b>10.00</b>
<b>4th PRIZE</b>	-	<b>15.00</b>	<b>9th PRIZE</b>	-	<b>10.00</b>
<b>5th PRIZE</b>	-	<b>10.00</b>	<b>10th PRIZE</b>	-	<b>10.00</b>

In addition to these prizes every grocer sending in a photograph of a Window Display, and not being awarded one of the cash prizes, will receive a first-class Pocket Knife, free, by mail.

Prizes will be awarded as soon after May 15th as the Judges can make the awards

Conditions of the Contest are:—

(1) The Window must be a general House Cleaning Window Display. As this is the season for advertising this line, a good display of anything that is needed for House Cleaning or doing Washing, either material or apparatus, may be included.

(2) **IT IS NECESSARY IN ORDER TO PARTICIPATE IN THE CONTEST THAT THE "SURPRISE" SOAP WINDOW DISPLAY MATERIAL BE USED; AND "SURPRISE" SOAP BE GIVEN A PROMINENT POSITION IN THE WINDOW. (SEE MAILING COUPON BELOW.)**

(3) We will furnish on application "Surprise" Soap Window Display material, with full instructions on how to display. It is simple and easy to put up.

(4) Method of Judging Contest. By Photograph of Display. Every competitor is to have a Photograph taken of the Window Display; and on the back of the Photograph, or attached to the Photograph, a description of the Window should be given, telling how it is made up, the color scheme, and any other items that it is desired to mention to give full description of the Window Display, as well as your name and address.

A small Photograph will answer the purpose, taken either by yourself or friends. It must be plain and distinct.

(5) JUDGES.—The Judges of this Competition will be Mr. H. C. McDonald, Pres., and Mr. J. L. Maude, Secy., of The Canadian Window Trimmers' Association, who have full power to award Prizes according to Section No. 4, that is, Judging will be done from Photographs sent in and Prizes awarded accordingly.

(6) Photograph should be mailed to "Surprise", 69 Front Street E., Toronto, Ont.

Cut this out and mail to us.

THE ST. CROIX SOAP MFG. CO.  
St. Stephen, N.B.

Please send us "Surprise" Soap Window Display material for House-Cleaning Window.

### The St. Croix Soap Mfg. Co.

ST. STEPHEN, N.B.

Do not overlook placing "Surprise Borax Washing Powder" in your Window Display. It's great for House-Cleaning.