

To Maintain and Increase Permanent Trade!

You must handle only articles of known worth—the tried and tested kind—articles whose intrinsic merit has raised them far above the commonplace.

We know of no safer or surer way than to handle “Le Calice” Castile Soap—antiseptic, sanitary, pure, containing no animal fat, is pure as oil and skill can make it.

“Le Calice” Castile Soap

is the soap for a sensitive complexion or delicate lingerie, and therefore must be produced with skill, experience and honesty, linked with purity. The soap must be clean to wash clean.

11 GOLD MEDALS 11



Arthur P. Tippet & Co.

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Montreal, Que.