

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 Co.
Factory at St. Stephen, N.B.

Branches:—Montreal, Toronto, Winnipeg, Vancouver, West Indies.