

Selling soap or anything else involves work **some-where** by **someone**.



The Easy Soap to Sell

If the manufacturer doesn't do it you have to, and the more work he does the less there is for you to do.

With "SURPRISE" Soap the selling work is all done before it enters your store.

Because the makers have perfected every detail of the two great selling forces known to merchandizing---the making of a thoroughly good article and the advertising of its genuine merits.

Making generous soap profits the "Surprise" way requires no laboured effort in "pushing" and "persuading"---its quick cleaning qualities are so well known that it sells itself.

**The St. Croix Soap Mfg. Co.**

St. STEPHEN, N. B.

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