



THIS SOAP

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time to talk and 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