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# THIS SOAP

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

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**THE ST. CROIX SOAP MFG. CO.**

Factory at **ST. STEPHEN, N.B.**

Branches: MONTREAL TORONTO WINNIPEG VANCOUVER WEST INDIES