



THERE are very few articles that look more alike than two cakes of laundry soap. The wrappers, the shape, the size and even the weight of each may be the same, and when you look at them together you wonder why one sells well and the other doesn't. Same way with men. You see a man who has made a million and has the confidence of the whole country, and in most ways he looks as much like the ordinary individual as two cakes of soap. But you've got to cut his head open to see where the difference lies, and you've got to put **SURPRISE** in the wash tub to see why it holds its present place among Canadian consumers. Once you do this the whole thing is clear to your mind; for while it looks like other soap, the distinction is in the **QUALITY**.

The **ST. CROIX SOAP MANUFACTURING CO.**
ST. STEPHEN, N. B.

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