

cause it is made of the choicest and purest materials. Because it contains no free alkali or ensaponified oil. Because its original quality always has been maintained. Ivory Soap rinses as easily today as ever; lathers as copiously; floats as well; lasts as long. It is the same trustworthy white cake it was in 1879. Buy it with confidence.



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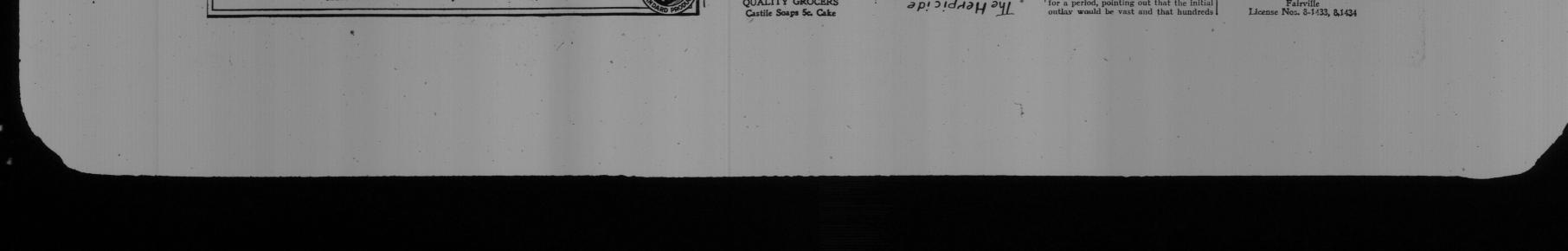
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The Palestine Film Company, of San Francisco, is about to establish a subsi-diary corporation in Canada with a capitalization of \$1,000,000 and plans to open its studio in St. John. A suggest-ion to this effect was made in a letter from Archibald R. Addison, head of the company, sent to the city council. Mr. Addison had visited St. John and was impressed with the admirable location and the beautiful scenery. He asked only a guarantee against excessive taxation for a period, pointing out that the initial wither memulo hear of the production and the beautiful scenery. He asked only a guarantee against excessive taxation for a period, pointing out that the initial



Robertsons