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Gold Dust does more than wash the surfacedigs deep after germs and hidden particles of dirt and decay. It purifies and makes everything where Gold Dust has made its appearance.
Gold Dust needs little help from you; it does most of the work alone. It is a vegetable-oil to which are added The Mopis Mightier cleansing and purifying ingredients which get busy the moment
Use Gold Dust for all cleansing purposes. It savestime, saves labor, money

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Comfortable When the Snow Comes.
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L. . Sharpe \& Son,

I wish to thank the public for their most

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 generous patronage, and o announce hatour new term will begin Monday, Jan. 4.


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Read this Special Offer which will remain in effect for a limited time. Instead of paying a commission to canvassers for new subscriptions we will let the people have the benefit

In these days of world activity, no intelligent man or woman can afford to be without a daily report of the news. The European war is the greatest struggle in the history of nations. Happenings on the field are of supreme importance in shaping the destiny of empires, and it is the duty of everyone to know what is going. on, to keep in touch with the day to day events, and to follow closely the development of international history. It is a duty too, to learn the experiences of ouls
own men at the front, share in a personal way the trials own men at the front, share in a pers them by our sympathy.
through which they pass, and support the The only method by which this can be done is by careful reading of a daily newspaper, such a paper as contains up-to-theminute reports of all important happenings. And in addition to this it is imperative that to live intelligently, one must know what is going on at home. Our own Maritime Provinces are
taking a large place in Canada's National life; every portion of taking a large place in Canada's National life; every portion of
New Brunswick is in a state of active progress, and in every New Brunswick is a a developments which only the daily pacommunity there are developments therefore, to the duties of pers properly record. To keep alive, therefore, read his or her
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daily paper regularly.

We pay our canvassers $\$ 1.00$ for each new subscription they send us. Instead of keeping canvassers on the road for the next few weeks, we propose giving the benefit of this commission to all who care to send us new subscriptions. Therefore new subscribers instead of paying $\$ 3.00$ for this first year's subscription will receive The Daily Standard for $\$ 2.00$ paid in advance.

The St. John Standard stands at the head of the list of Maritime Province papers. It prints every day the full Canad ian Press news report, which includes the Associated Press and a supplementary cable service, as well as a large proportion of telegraphic news from all parts of Canada. The Standard enjoys too, the services of a large circie of speciai corvincial interest It carries the New York Herald picture servincial interest. it carries the New York heraid picture service consisting of the very best selection of photographic reproductions of subjects treated in the daily news. It publishes each day the ever popular Mutt and Jeff cartoons, as well as many other features which add to the value of the paper from
the standpoint of the average reader. The Standard too, is the standpoint of the average reader. The Standard too, is
noted for the excellence of its sporting and financial news, and noted for the excellence of its sporting and financial news, and
while, owing to outside conditions, these departments do not now contain so much of interest as formerly, there will no now contain so much of activity in these spheres of life be-
doubt be a resumption of fore very long. In short The Standard is in every respect an ideal paper, catering to the needs of all classes and giving better value for the money than any other newspaper in the Maritime Provinces.

## Only bona fide new subscriptions will be entitled to this rate

We realize perfectly well that at the present time there is a tendency towards economy. People are not inclined to spend money which they cannot well afford, and in some lines of business it is perhaps true that there are good reasons for
spend retrenchment. But the greater mass of people of New Brunswick are just as well off as they have ever been, and have not felt the effect of the war in the slightest degree. Yet
realizing that such a tendency exists, we are making a have not feit the efrec a tendency exists, we are making a
realizing that such
special offer to all the people of this province, and one which special offer to all the peop
they cannot well overlook.

DIRECTIONS
Use the coupon printed below. Write your name and address distinctly. Pin $\$ 2.00$ to the coupon and mail it to The Standard.

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While a great many newspapers in the United States have increased their subscription rates, while this action has been followed by a number of the most important Canadian newspapers and even by some Upper Canadian journals, having wide circulation in the Maritime Provinces, The Standard has not found it necessary to do anything of the kind. On the contrary the proposition which_is herewith presented is an indication of our faith in the progress and prosperity of New indication of our faith in the progress a
Brunswick and a pledge for the future.'

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