


## Chapter 8 of the wasdeftul ice cream toors.

Think of itatmosphere a hundred times purer than AIR used in making your dish of ice cream super-pure!

Air isn 't good enough for your ice cerem-
not since the discovery of the wonderful new not since the discovery of the wonderful now
"CARBONATING" PROCESS AIR now has to be driven out of the ice cream - in the "treezerer"- and of tepleced by
atmosphere which is 100 p.e. pura; A HUN. atmosphere which is 100 p.e. prue; $A$
DRED TIMES PURER THAN AIRI
Think of it-A HUNDRED TIMES PURER THAN THE AIR YOU BREATHEI That: PURITY for you-REAL PURTTYI It in
the final step in giving you PERFECT ice cream. For, not only is it PURE, it actually TA.STES BETTER; actually is MORE
WHOLESOME; and actually KEEPS BETWHOLESOME; and actually
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Present price on these is $\$ 5.25$ per M.
NOTE-Our prices on all Building Material, Lum-
ber and House Finish are right. and quality good. Tele
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## Rugs at 1914 Prices! <br> - <br> Marcus' Carpet Sale WIITONS—BRUSSES -TAPESTRY <br> We want our patrons to appreciate the fact that the carpets on sale are of the finest quality obtainable, the Wiltons containing the finest grade of Worsted yarns, such as is used only in the manufacture of the better carpets. A proportionately like quality of material is used in the Brussels and Tapestry Rugs. We are staking our trade reputation on these goods, and guarancee them, every one, to be fresh, new and up-to-date in design and coloring. Such an assortment of Rugs, at the prices we are quoting, have never been een in Eastern Canada at any one time; and the exquisite colorings and designs will positively please the most discriminating buyer. There are beautiful shades of grey, taupe, awn, rose, blue and the ever popular wood shades, also a new shade of camel. Every design may be had in all the different sizes, as these are not broken lots. A personal <br> The Prices Asked Will Astonish Those Who Have Since 1915, Been Paying High Prices for in Many Cases Inferior Goods <br> <br> $\begin{array}{ll} & \\ \text { Sale } \$ 14.10 & 21 / 2 \mathrm{yds} \times 3 \mathrm{yds} \\ \text { Sale } & 24.85 \\ \text { Sale } & 33.95 \\ \text { Saie } & 33.25 \\ & 3 \mathrm{yds.} \times 3 \mathrm{yds} . \\ & 3 \mathrm{yds.} \times 31 / 2 \mathrm{yds}\end{array}$ <br> <br> $\begin{array}{ll} & \\ \text { Sale } \$ 14.10 & 21 / 2 \mathrm{yds} \times 3 \mathrm{yds} \\ \text { Sale } & 24.85 \\ \text { Sale } & 33.95 \\ \text { Saie } & 33.25 \\ & 3 \mathrm{yds.} \times 3 \mathrm{yds} . \\ & 3 \mathrm{yds.} \times 31 / 2 \mathrm{yds}\end{array}$ <br> TAPESTRY <br> The Early Shoppers Get the Largest Selection <br> Freight Prepaid on Out of Town Orders <br> J. MARCUS 30-36 Dock Street <br> FURNITURE. <br> Wh an immense stock of high grade and medium priced furniture, together with our varied assortment of Floor Coverings, your dream of that cosy home may easily, and at a very moderate cost, become a reality. <br> LET MARCUS ASSIST.

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How he would have revelled in the steady flow of ink-the smoothpess of the golden pen-paint-the eass freedom of writing -mateed of the inksbotle. A pen cannot make one a writer-but a Waterman's ldeal Fountain
Pen can and doos make writing easy, convenient, smooth and free of the lavery of the ink-well.
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Why Sent Clabritet Express We have thousan in stock. Brunswick. Address all order are imm
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## THE STANDARD'S FINANOIAL SEOTION



BONE SLICED
OFF HIS HEAD
TO FIX SKULI Fitit by Bullet When a Lad Hole Left is Top of

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Stores Open 8.30 a. m. Close 5.55 p . m.
Way 23 rd to 28 th
We Oilcloth and Linoleum
We want to make this the biggest week's business at This Store
of the season and have arranged to display an immense
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These will be marked at lowest possible prices.
Measurements promptly taken and laying neatly
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All Our Spring Remnants Will Be Offered at
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