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Place Your Order Here for a Para Belle Tire We have special Xmas cards to go with the Tiries and
can deliver for you at such date as you specify. SOUTHSIDE HARDWARE CO.
 HOLDS NEW BERN FIRE HOLDS NEW BERN FIRE BRIGADE RESPONSIBLE


WhyItis Betterand Costs Mo More $^{2}$


The great majority of our raw dairy products, which are doubly safeguarded by scientific pasteurization, are supplied by our Southern high-grade dairy products. To insure a sterile, healthful and wholesome ice cream, all dairy products and all other ingredients used are cientifically pasteurized
Our production force is composed wholly of scientifically trained men ing the highest grade commercial ice cream in the world.
This bringing together of the highest quality ingredients obtainable, with this personnel of experts, each trained in his own ine, is made sat $x^{\prime}$ its kind in the ice cream industry
During the year of 1921, this organization produced and sold exclusively in the south, over $18,000,000$ quarts of "The Velvet Kind" Cream of Ice power than that enjoyed by any other ise cream manufacturer in the South.
This advantage, coupled with our low production cost, made possible by the efficiency of our organization, ensbles us to sell to our deaters
an ice cream unequaled in quality at a price no higher than they are aaked to pay for the other kind.

Be Convinced-Try Our NANCY LEE BRICK This Week-End Special A delicessis combination of Bitter Sweet Cocoa Chocolat
Baspberrv tie and Malt Bisque Ire Cream-a layer of each.


CREAM OFİCE CREAMS CHADIN-SACKS CORDORATICN

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John $\bar{R}$. Handley Building At
Goldsboro Damaged By Fir





## N. C. Public Service Company

