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The Manufacture of Satisfaction.

SATISFACTION is the secret of successful business. It doesn't matter how large or how small your business may be, it takes satisfaction to run it—genuine satisfaction—your customers' satisfaction.

Thus every progressive retailer is in one sense a manufacturer. He is continually manufacturing satisfaction with which to carry on his business. Some retailers, like the drones in the hive, let the other fellows do the hustling. These soon lose what honey they might have had.

Now in order to manufacture anything substantial (and satisfaction certainly is substantial), it is necessary to know where to get the material at the closest price for a reliable article. That's where I come in, I supply you with the best that's made.

IN FURS AND FUR GARMENTS

PAQUET Furs are manufactured from the best selected raw skins, right in my own factory, which is the largest in Canada and one of the largest in the world. I have always on hand a stock of raw skins, ready to cut at a moment's notice. I can make up special orders to please your customers' individual tastes. Could anything be more suitable for the production of good solid satisfaction? Paquet styles are "up to the minute."

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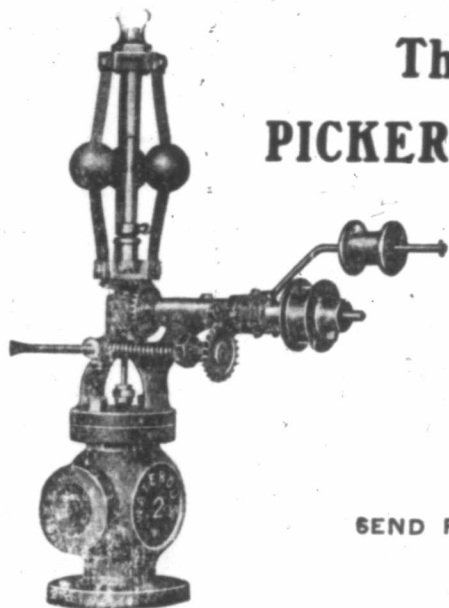
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